

**BUSINESS 1010
INTRODUCTION TO BUSINESS**

SYLLABUS

Spring 2012

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Office Location and Hours:

Udvar-Hazy Building Room 345

MWF 11:00 am - 12 noon, T 2:40 -3:40
pm, W 4:15 - 5:15 pm

A. TEXT

Exploring Business, Karen Collins, FlatWorldStudents.com

B. COURSE DESCRIPTION

BUS 1010 - Introduction to Business

(3 Credits)

This course is designed to give the students with little or no understanding of the field of business a broad overview of and understanding of the business world. Covers fundamental concepts of business such as definition, business environment, business operations, role of business in the economy, the role of profit in a business, and how a business is established financed, operated, and managed. No pre-requisite. 3 lecture hours per week.

C. COURSE OBJECTIVES

Chapter 1 - The Foundation of Business

1. Identify the main participants of business, the function that most businesses perform, and the external forces that influence business activities.
2. Define economics and identify the four factors of production.
3. Compare and contrast economic systems.
4. Describe monopolistic competition, oligopoly and monopoly.
5. Understand the criteria used to assess the status of the economy.
6. Discuss the government's role in managing the economy.

Chapter 12 - The Role of Accounting in Business

1. Define accounting and the different uses of accounting.
2. Understand the basic accounting equation.
3. Describe the three basic financial statements, show how they reflect the activity and financial condition of a business, and explain the key standards and principles for

- reporting them.
4. Show how computing key financial ratios can help in analyzing the financial strengths of a business.

Chapter 2 - Business Ethics and Social Responsibility

1. Define business ethics.
2. Explain how you can recognize an ethical organization.
3. Define corporate social responsibility and explain how organizations are responsible to their stakeholders.

Chapter 3 - Business in a Global Environment

1. Explain why nations and companies participate in international trade and how trade between nations is measured.
2. Describe the ways in which governments and international bodies promote and regulate global trade.
3. Discuss the various initiatives designed to reduce international trade barriers and promote free trade.

Chapter 4 - Selecting a Form of Business Ownership

1. Identify the questions to ask in choosing the appropriate form of ownership for a business.
2. Describe a sole proprietorship, partnership and corporation and the advantages and disadvantages of each.
3. Examine special types of business ownership, including LLC's, S-Corporations, cooperatives, and not-for-profit corporations.

Chapter 5 - The Challenges of Starting a Business

1. Define a small business.
2. Explain the importance of a small business to the U.S. economy.
3. Explain why small businesses are typically more innovative.
4. Explain how small businesses work with large companies.
5. Describe the good-producing and service-producing sectors of the economy.
6. Identify the industries in which small businesses are concentrated.
7. Summarize the advantages and disadvantages of business ownership.
8. Explain what makes up a business plan.

Chapter 6 - Managing for Business Success

1. Identify and explain the four functions of management.
2. Understand the process by which a company develops and implements a strategic plan/
3. Explain the importance of an organizational chart.
4. Explain how managers direct and motivate their employees to meet the company's goals.
5. Describe the skills needed to be a successful manager.

Chapter 7. Recruiting, Motivating and Keeping Quality Employees

1. Define *human resource management* and explain how managers plan for human resources.
2. Explain how companies train and develop employees.
3. Describe the main components of a *compensation system*.
4. Explain how managers evaluate employee performance.
5. Explain why workers organize and what labor unions do for their members.
- 6.. Explain the collective bargaining process and its possible outcomes.

Chapter 8 - The Team and the Organization

1. Define a team and describe its key characteristics.
2. Identify the skills needed by team members and the roles that team member of a team might plan.

Chapter 9 - Marketing: Providing Value to Customers

1. Define the terms marketing, marketing concept, and market strategy.
2. Outline the tasks involved in selecting a target market.
3. Identify the for P's of the marketing mix.
4. Explain how to conduct marketing research.
5. Discuss various branding strategies and explain the benefits of packaging and labeling.
6. Identify pricing strategies that are appropriate for new and existing products.
7. Explore the various product-distribution strategies.
5. Discuss the three categories of *organizational markets*..
6. Explain the importance of *branding and packaging*.

Chapter 13 - Managing Financial Resources

1. Identify the functions of money and describe the three government measure of money supply.
2. Distinguish among different types of financial institutions.
3. Explain the purpose of the Federal Reserve System and explain how it uses monetary policy to the control the money supply and influence interest rates.
4. Explain the approaches used by companies to finance the operation and growth.
5. Explain how the securities market operates and how market performance is measured.
6. Define equity and debt financing.

Chapter 14 - Personal Finances

1. Define personal finances and financial planning.
2. Explain compound interest and the time value of money.
3. Define a subprime loan and explain the difference between a fixed rate mortgage and an adjustable-rate mortgage.

D. CLASS HOURS

Business 1010 meets three days a week: Monday, Wednesday, and Friday 8:00 - 8:50 am or 10:00 - 10:50 am.

E. QUIZZES AND TESTS

To measure the student's mastery of learning objectives, there will be 11 quizzes to cover the reading assignments, classroom discussions and lectures. There are no make-up options for quizzes. There will be a midterm and a final exam covering the text. Unless mutually agreed upon between the student and the instructor, a one grade penalty will be assessed on any midterm exam taken late.

F. ARTICLES

Each student will find and read seven(7) articles dealing with current business practices from a major publication, e.g., Times, Business Week, Wall Street Journal, newspapers, etc. and will turn in a one page-typed(double-spaced) synopsis of that article. The assignments should cover appropriate questions such as who? What? Why? And how?. Each student should conclude with a statement of what he or she learned from the article. Pick subjects you are interested in and attach a copy of the article to your submission. You may be asked to give an oral presentation on your paper. No papers will be accepted late.

G. GRADING

1.	QUIZZES*	30%
2.	MIDTERM AND FINAL EXAMS	50%
3.	ARTICLES	<u>20%</u>
	TOTAL	100%

*Two of your lower quizzes scores will be thrown out.

Extra credit will be awarded for attendance at the forums for the Institute for Business Integrity.

A	93.0 - 100.0%	C	73.0 - 76.9%
A-	90.0 - 92.9%	C-	70.0 - 72.9%
B+	87.0 - 89.9%	D+	67.0 - 69.9%
B	83.0 - 86.9%	D	63.0 - 66.9%
B-	80.0 - 82.9%	D-	60.0 - 62.9%
C+	77.0 - 79.9%	F	BELOW 60%

INTRODUCTION TO BUSINESS
GRADING SHEET

NAME: _____

QUIZZES

- | | |
|-----------|-----------|
| 1. _____ | 8. _____ |
| 2. _____ | 9. _____ |
| 13. _____ | 14. _____ |
| 3. _____ | 10. _____ |
| 5. _____ | |
| 6. _____ | |
| 7. _____ | |

TOTAL _____ /9 = _____ x 30 = _____

ARTICLES

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

TOTAL _____ /7 = _____ x 20 = _____

MIDTERM AND FINAL EXAMS

1. _____
2. _____

TOTAL _____ /2 = _____ x 50 = _____

FINAL GRADE: _____

INTRODUCTION TO BUSINESS
GRADING SHEET

NAME: Mark Miller

QUIZZES

- 1. 90
- 2. 100
- 13. 70
- 3. 60
- 5. 100
- 6. 80
- 7. 80

- 8. 80
- 9. 100
- 14. ~~80~~
- 10. ~~40~~

TOTAL 760 / 9 = 84 x 30 = 252

ARTICLES

- 1. 70
- 2. 90
- 3. 90
- 4. -
- 5. 40
- 6. 100
- 7. 70

TOTAL 460 / 7 = 66 x 20 = 132

MIDTERM AND FINAL EXAMS

- 1. 70
- 2. 80

TOTAL 150 / 2 = 75 x 50 = 375

FINAL GRADE: 76 C

**INTRODUCTION TO BUSINESS
FALL BLOCK SEMESTER 2011
TENTATIVE SCHEDULE (SUBJECT TO CHANGE)**

<u>WEEK</u>	<u>CHAPTER</u>	<u>ASSIGNMENT</u>
1/9	1	Read Chapters 1 , Quiz Chapter 1, Wal Mart Video
1/16	13	Read Chapter 12, Quiz Chapter 12, Article # 1 Due 1/20
1/23	2 & 3	Read Chapters 2 & 3, Quiz Chapter 2, Article # 2 Due 1/27 , Enron Video
1/30	4	Read Chapter 4, Quiz Chapter 3
2/6	5	Read Chapter 5, Quiz Chapter 4, Article # 3 Due 2/10
2/13	6	Read Chapter 6, Quiz Chapter 5
2/20		Mid-Term Exam Chapters 1-5, 12, Article #4 Due 3/2
2/27	7	Read Chapter 7
3/5		Quiz Chapter 7, Article # 5 due 3/9
3/19	8	Read Chapter 8, Quiz Chapter 8
3/26	9	Read Chapter 9
4/2		Quiz Chapter 9
4/9	13	Read Chapter 13, Article # 6 due 4/13
4/16		Insider Video, Quiz Chapter 13
4/23	14	Read Chapter 14, Quiz Chapter 14, Article 7 Due 4/26
4/30		MWF 10:00 am class has Final from 9:30 - 11:30
5/2		MWF 8:00 am class has Final from 7:30 - 9:30 am

IBI Business Forum

FREE ADMISSION (All Business & Community Leaders
and DSC Students & Employees are invited)

THURSDAYS FROM 12:00noon TO 12:50pm

BOEING AUDITORIUM (Udvar-Hazy, Room 121)

Spring 2012 Speakers

Berkeley Geddes

Entrepreneur

January 26th

Susan Moore

Vice President of Wells Fargo Bank

February 9th

Gregg McArthur

President of the St. George Area
Chamber of Commerce

February 23rd

Kevin Kuzia

Global Business Practices
Compliance Officer for Pratt and Whitney

March 8th

Kenny Miller

Manager, Village Bank

March 29th

Stan Plewe

Vice President, DSC

April 12th

Questions? Contact Dr. Robert Huddleston
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