



PALO ALTO COLLEGE

Department of Business

1400 West Villaret Blvd. ~ San Antonio, TX 78224-2499~

SYLLABUS

COURSE TITLE: Introduction to Business
COURSE NUMBER: BUSI 1301
DAY/TIME:
INSTRUCTOR: Veronica Rosas-Tatum (vrosasta@accd.edu)
OFFICE PHONE: 921-5078
ALTERNATE PHONE: 445-3958
OFFICE LOCATION: AS 126 (Applied Science Offices)
TEXT: Contemporary Business, 11th Edition, 2005

COURSE DESCRIPTION:

A general business course infused with a global/internationalized perspective to prepare students to become globally competent as they begin their studies in business. Focus of the course will be on forms of organizations, comparative enterprise systems, business ethics, global markets, business risks, marketing, finance, management, human resources, pricing strategies, and the relation of business to government and the legal and regulatory environment.

STUDENT COMPETENCIES:

- ❑ Define and discuss business and the impact of globalization on the U.S. business environment.
- ❑ Identify and acquire the tools necessary to access and evaluate global information for comparative purposes.
- ❑ Understand business, types of organizations, and factors of production, and differentiate between value and quality,
- ❑ Explain concepts of business ethics and social responsibility. Know the issues inherent in accepting responsibility for global citizenship.
- ❑ Know the forces of supply and demand and the global and domestic economic challenges facing businesses.
- ❑ Understand the economic interdependence among nations.
- ❑ Explain international business and the climate for trade among nations.
- ❑ Distinguish between small and large businesses and identify the industries in which most small firms are established. Identify the opportunities and challenges for business owners in a global environment.
- ❑ Define the term entrepreneur and distinguish among entrepreneurs, small business owners, and managers. Compare the roles of entrepreneurs, small business owners, and managers on the international level.
- ❑ Define electronic commerce, the Internet, and online business. Discuss the global impact of technology on international competition.

- ❑ Describe management, leadership and the internal environments in organizations. Identify the diverse and cultural frames of reference of U.S. and other countries.
- ❑ Explain human resource management and theories of motivation. Build an understanding of the impact of cultural competency in the international context.
- ❑ Discuss the issues involved in improving performance through empowerment, teamwork, and communication. Identify cultural aspects of improving performance through human resources.
- ❑ Explain the factors involved in POM (Production and Operations Management).
- ❑ Define the marketing concept and identify the process of developing a marketing strategy. Know the issues involved in marketing in a global marketplace.
- ❑ Describe the strategies and elements of the marketing mix
- ❑ Apply knowledge in case studies and class assignments.

POLICIES:

Attendance, class participation, case preparations, exam results, and overall application will count as final grade determination factors. Your attendance at every class is highly encouraged. Please notify the Professor of any anticipated absences, in advance. **Excessive absences (more than six in a MWF course) may result in a student being dropped from the course.** Make-up or late work may be assigned at the discretion of the professor. However, the student will be held responsible for lecture materials when covered on subsequent examinations. It is the students' responsibility to drop the course and obtain a final grade of "W" by the college's deadline.

EVALUTION:

You will be given three written exams, a major case study for an exam grade, and a Final Examination. Students must maintain a 60% average in order to pass with a "D". The following factors will contribute to your overall final grade:

Class Participation (attendance, responses, group work, case studies)	15%
Homework Assignments	20%
Exams (Units/Major Case Study)	45%
Final Exam (comprehensive)	20%

- A = 90 - 100%
- B = 80 – 89%
- C = 70 – 79%
- D = 60 – 69%

INTRODUCTION TO BUSINESS COURSE OUTLINE

Spring - 2007

DATE	TOPIC	ASSIGNMENTS
Week 1	Chapter 1 <ul style="list-style-type: none"> <input type="checkbox"/> What is Business? <input type="checkbox"/> Factors of Production <input type="checkbox"/> Private Enterprise System <input type="checkbox"/> Eras in the History of Business <input type="checkbox"/> Managing a Changing Workforce 	Read Chapter 1 Learning Goals
Week 2	Chapter 2 <ul style="list-style-type: none"> <input type="checkbox"/> Business Ethics <input type="checkbox"/> Code of Conduct <input type="checkbox"/> Factors Affecting Ethics <input type="checkbox"/> Common Ethical Dilemmas <input type="checkbox"/> Social Responsibility <input type="checkbox"/> Global Citizenship <input type="checkbox"/> Rights of Customers <input type="checkbox"/> Rights of Employees 	Read Chapter 2 Business Toolkit+ Business Hits & Misses* Business Best Practices* Ethical Controversy* Nothing But Net* Application Exercises+
Week 3	Chapter 3 <ul style="list-style-type: none"> <input type="checkbox"/> Microeconomics <input type="checkbox"/> Types of Economic Systems <input type="checkbox"/> Inflation/Deflation <input type="checkbox"/> Key Economic Factors <input type="checkbox"/> Challenges in Global Markets Chapter 4 <ul style="list-style-type: none"> <input type="checkbox"/> Reasons Nations Trade <input type="checkbox"/> Characteristics of Markets <input type="checkbox"/> Measuring International Trade <input type="checkbox"/> Barriers to International Trade <input type="checkbox"/> Global Business Strategies 	Reading/Vocabulary Rev. Q's – 1,3,6,9,10* P&A – 1,2* Reading/Vocabulary Exp. Exercise+ Nothing But Net –1,2* Case 4.1*
Week 4	Part 1 – Appendix Exam Review – Chapters 1-4 Exam 1 ---	
Week 5	Chapter 5 <ul style="list-style-type: none"> <input type="checkbox"/> Small Business Ownership <input type="checkbox"/> Opportunities <input type="checkbox"/> Private Business Ownership <input type="checkbox"/> Trends in Global Business 	Reading/Vocabulary Rev. Q's – 1,2,4,5,7,9* Nothing But Net +
Week 6	Chapter 6 <ul style="list-style-type: none"> <input type="checkbox"/> Entrepreneurship <input type="checkbox"/> Role of Entrepreneurs <input type="checkbox"/> Characteristics of Entrepreneurs <input type="checkbox"/> Incorporating the Spirit <input type="checkbox"/> Global Issues Chapter 7 <ul style="list-style-type: none"> <input type="checkbox"/> Internet & Business <input type="checkbox"/> Electronic Commerce <input type="checkbox"/> Globalization & Internet 	Rev. Q's – 1,2,6,9,10* Nothing But Net – 1* Case 6.2* Rev. Q's – 5,6,10* Application – 1-5* P&A – 1* Nothing But Net – 3*
Week 7	Part 2 – Appendix	

	Exam Review – Chapters 5-7 Exam 2 ---	
Week 8	Chapter 8 <ul style="list-style-type: none"> <input type="checkbox"/> Functions of Management <input type="checkbox"/> Skills of Managers <input type="checkbox"/> Corporate Culture <input type="checkbox"/> Strategic Planning Process Chapter 9 <ul style="list-style-type: none"> <input type="checkbox"/> Recruit, Develop, Retain <input type="checkbox"/> Motivation & Satisfaction <input type="checkbox"/> Labor Relations 	<u>Vocabulary/Read</u> Business Toolkit+ P&A – 1,4* Rev. Q's – 4,7,8* Short Essay Q's* P&A – 5*
Week 9	Chapter 10 <ul style="list-style-type: none"> <input type="checkbox"/> Employee Empowerment <input type="checkbox"/> Work Teams <input type="checkbox"/> Effective Communication Chapter 11 <ul style="list-style-type: none"> <input type="checkbox"/> Production & Operations <input type="checkbox"/> Managerial Tasks <input type="checkbox"/> Quality 	Business Toolkit+ Nothing But Net – 3* Learning Goals+ Business Toolkit+ Business Hits & Misses* Nothing But Net – 3*
Week 10	Part 3 – Appendix Exam Review – Chapters 8-11 Exam 3 ---	
Week 11	Chapter 12 <ul style="list-style-type: none"> <input type="checkbox"/> Marketing Concept <input type="checkbox"/> Marketing Strategy <input type="checkbox"/> Research Techniques <input type="checkbox"/> Consumer Behavior <input type="checkbox"/> Customer Relationships 	<u>Vocabulary/Read</u> Rev. Q's – 3,6,8,10* Best Business Practices* Ethical Controversy+
Week 12	Chapter 13 <ul style="list-style-type: none"> <input type="checkbox"/> Designing Strategy <input type="checkbox"/> Implementing Strategy <input type="checkbox"/> Product Identification <input type="checkbox"/> Customer Service Chapter 14 <ul style="list-style-type: none"> <input type="checkbox"/> Promotional Strategies <input type="checkbox"/> Integrated Marketing Comm. <input type="checkbox"/> Promotional Mix <input type="checkbox"/> Pricing Strategies 	Rev. Q's – 1-5,9,10* Application Exercises+ Case 13.1* Application Exercise+ Short Essay Questions*
Week 13	Case Study – Krispy Kreme <ul style="list-style-type: none"> <input type="checkbox"/> Part 1 – A Business for Every Taste <input type="checkbox"/> Part 2 – Fosters the Entrepreneurial Spirit <input type="checkbox"/> Part 3 – On a Mission to Create Magic <input type="checkbox"/> Part 4 – To Advertise or Not to Advertise 	Due on Final Exam Day
Week 14	Part Five - Managing Technology & Information Chapters 15 & 16	Experiential Exercise Nothing But Net
Week 15	Part Six – Managing Financial Resources Chapters 17 & 18	Experiential Exercise Nothing But Net
Week 16	<i>FINAL EXAMINATION</i>	