

		Introduce and Begin Company Analysis Project & Case Grader
8	Chapter 12	Marketing Management
9	Chapter 13	Production & Distribution Strategies
10	Chapter 14	Promotion & Distribution Strategies
11	Exam 2	Finish Promotion & Distribution Strategies Exam: Chapters 12, 13 & 14
12	Chapter 17 App. Chpt 4	Financial Management & Institutions Legal Aspects of Business
13	Chapter 18	Financing & Investment Appendix A & B
14	Exam 3	Exam: Chapters 17, 18, & Appendices Chapters 4, 18-A & B
15	→	Team Presentation – Term Projects.

II. COURSE OBJECTIVES:

- A. Demonstrate a complete and thorough understanding of the environment of the basic environment of business. I, II
- B. Demonstrate a complete and thorough understanding of the basic trends in business today. I, II
- C. Demonstrate a complete and thorough understanding of basic management and organization. I, II, VI
- D. Demonstrate a complete and thorough understanding of basic human resources. I, II
- E. Demonstrate a complete and thorough understanding of basic marketing. I, II
- F. Demonstrate a complete and thorough understanding of basic information for business strategy and decision-making. I, II
- G. Demonstrate a complete and thorough understanding of basic finance and investment. I, II
- H. Demonstrate an understanding of similarities and differences in business majors. VI
- I. Understand how products like Excel can be used as a tool to solve business issues. III, V, VI
- J. Learn to locate, analyze and integrate information from public sources to solve business problems. II, III, V.
- K. Demonstrate ability to analyze a company using publicly available resources. III, V.
- L. Demonstrate an understanding of how the global nature of business impacts all business disciplines. II, VI, VII
- M. Demonstrate ability to effectively function as a member of a team. IV

III. INSTRUCTIONAL PROCESSES:

The student will:

1. Practice elements of the work ethic such as professionalism, preparedness, punctuality honesty, cooperation, dependability, contribution, effectiveness, good manners, etc. (social/behavioral science outcome, transitional strategies)
2. Take part in course assignments such as team discussion; team case studies; experiential exercises; oral, written, PowerPoint and/or email presentations; Internet research, etc. that help develop teamwork, leadership and followership skills. (communication outcome, social/behavioral science outcome, active learning strategies, technological literacy outcome.)
3. Students will analyze cases using Excel to formulate successful business strategies. (active learning strategy, transitional strategies, communication outcome.)
4. Discuss generally accepted accounting principles and how economic events are identified, recorded and communicated to internal and external user groups. (communication outcome)
5. Students will participate in a lecture series presented by UTK and PSTCC placement officials, focusing on careers in business and how to find, interview for and create cover letters and resumes for specific jobs. The Job Outlook Handbook will be used as a guide. (transitional strategy, communication outcome)

IV. EXPECTATIONS FOR STUDENT PERFORMANCE:

The student should be able to:

1. Define business and identify potential risks and rewards. A, B
2. Identify the ways to measure economic performance. A
3. Discuss the challenges that American business will encounter in the future. A, B
4. Discuss the factors that led to the consumer movement and list some of its results. A
5. Explain the economic basis for international business. A, B, L
6. Define the methods by which a firm can organize for, and enter, international markets. A, B
7. Define and explain the meaning of e-business. B, E
8. Describe the four basic management functions. C, D
9. Identify the key management skills and the managerial roles. C, D
10. Describe how organizations benefit from total quality management. C
11. Explain how decentralization follows from delegation. C
12. Describe the four basic forms of organizational structure. C
13. Discuss the components involved in planning the production process. C, F
14. Explain the four major areas of operations control. C
15. Describe the major components of human resources management. D
16. Describe cultural diversity and understand some of the challenges and opportunities associated with it. D, L
17. Outline the major legislation affecting human resources management. D
18. Explain motivation. D
19. Explain several techniques for increasing employee motivation. D

20. Discuss the sources of unions' negotiating power and trends in union membership. D
21. Identify the main focus of several major pieces of labor-management legislation. D
22. Describe the basic elements in the collective bargaining process. D
23. Understand what markets are and how they are classified. E
24. Identify the four elements of the marketing mix and be aware of their importance in developing a marketing strategy. E
25. Understand the major components of a marketing plan. E
26. Discuss the produce life cycle and how it leads to new product development. E
27. Define product line and produce mix and distinguish between the two. E
28. Identify the major pricing objectives used by business. E
29. Identify the various channels of distribution that are used for consumer and industrial products. E
30. Understand how supply chain management facilitates partnering among channel members. E, L
31. Explain the most important physical distribution activities. E
32. Understand the role of promotion. E
33. Identify the major steps in developing an advertising campaign. E
34. Describe sales promotion objectives and methods. E
35. Discuss management's information requirements. F
36. Summarize how managers evaluate the financial health of a business. F, G
37. Identify the services provided by financial institutions. G
38. Explain the need for financing and financial management in business. G
39. Distinguish between short-term and long-term debt financing. G
40. Describe how securities are bought and sold. G
41. Use financial information to evaluate investment alternatives. F, G, J
42. Use SAM 2007 Excel software to learn how Excel operates and how it can be used to solve business problems. I
43. Successfully complete SAM exam to document competence. I
44. Complete series of Case Grader cases to document ability to utilize Excel for common business activities. J, F
45. Research, analyze, write and present a company analysis using basic report template. A-G, I, J, K, M

V. EVALUATION:

A. **Testing Procedures:** 35% of grade

Exams will include objective and essay questions, as well as short cases.

B. **Laboratory Expectations:** 30% of grade

- Each student will complete assigned SAM Excel 2007 training exercises and will take assigned exams to document understanding (15%)
- Each Student will complete assigned Case Grader training exercises (15%)

C. Field Work: 10% of grade

Team Analysis of Fortune 500 Firm – paper and oral presentation (10%)

D. Other Evaluation Methods: 25% of grade

- Homework will be assigned throughout the semester. (cases assigned as homework, current events articles & other activities assigned by the instructor) (10%)
- Quizzes to assure assignments have been read. (15%)

E. Grading Scale:

92 – 100	A
89 – 91	B+
82 – 88	B
79 – 81	C+
72 – 78	C
65 – 71	D
Below 65	F

VI. POLICIES:

A. Attendance Policy:

Pellissippi State Technical Community College expects students to attend all scheduled instructional activities. As a minimum, students in all courses must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. [NOTE: No differentiation is noted for excused/unexcused absences. These will be treated as an absence.]

B. Academic Dishonesty:

Plagiarism, cheating, and other forms of academic dishonesty are prohibited. Students guilty of academic misconduct, either directly or indirectly through participation or assistance, are immediately responsible to the instructor of the class. In addition to other possible disciplinary sanctions which may be imposed through the regular Pellissippi State procedures as a result of academic misconduct, the instructor has the authority to assign an F or a zero for the exercise or examination or to assign an F in the course.

C. Computer Usage Guidelines:

College-owned or –operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State's computing resources in an effective, efficient, ethical and lawful manner.

D. Accommodation for Disabilities:

If you need accommodations because of a disability, if you have emergency medical information to share, or if you need special arrangements in case the building must be evacuated, please inform the instructor immediately. Please see the instructor privately after class or in his/her office. Students must present a current accommodation plan from a staff member in Services for Students with Disabilities (SSWD) in order to receive accommodations in this course. Services for Students with Disabilities may be contacted by going to Goins 127 or 131 or by phone: 694-6751(Voice/TTY) or 539-7153.