

# COURSE SYLLABUS

COURSE TITLE: BUSG 1301-001 INTRODUCTION TO BUSINESS (TTH: 9:30-10:45 am)

SEMESTER/YEAR: FALL 2018

INSTRUCTOR: Jim Wilhelm OFFICE: 120-D PHONE: 716-4636

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OFFICE HOURS: MW: 8:30-9:30 am; TTH: 8:30-9:30 am; MON, TUES, WED: 5-6 pm;  
FRI: 9:30-11:00 am; also by appointment

## COURSE

DESCRIPTION: This course is an introduction to the role of business in modern society. It includes an overview of business operations, analysis of the specialized fields within the business organization, and development of a business vocabulary.

COURSE GOALS: Upon completion of this course, the student will:  
Describe the scope of business enterprise in the nation and the world today.  
Identify major business functions of accounting, economics, management, and marketing.  
Describe the relationships of social responsibility, ethics, and law in business.  
Define and apply business terminology.

TEXTBOOK: Solomon, M.R.; Poatsy, M.A.; & Martin, K. (2018). *Better Business*. (5th ed.), Boston, MA: Pearson.

## ATTENDANCE

POLICY: Students are expected to attend all classes in order to be successful in a course. The student will be withdrawn from the course whenever absences become excessive or, in the instructor's opinion, minimum course objectives cannot be met due to absences. Students are responsible for all class work covered during absences from class, even in cases in which they are able to satisfy the instructor that the absence was unavoidable.  
Equally important, if you accumulate 3 weeks of absences, YOU WILL BE DROPPED (unless extenuating circumstances prevail). Please recognize that you, THE STUDENT, are responsible for communicating with me.  
*Please refer to "Class Attendance" policy in the SPC General Catalog.*

**EXAM AND**

**GRADING POLICY:** There will be four exams, plus the Final exam. There will be no make-up exams. All exams must be completed by Friday noon and if the exam is not taken during regular class time, there will be a 15 pt. grade reduction in the exam score. The Final exam is required and is comprehensive. Grading will be as follows:

4 exams @ 15%	= 60%	<u>Grade standards:</u>
Final exam	= 15%	A=90-100
Project	= 10%	B=80-89
Attendance	= 10%	C=70-79
Discussion/participation	= 5%	D=60-69      F=below 60

**OTHER**

**INFORMATION:** I reserve the right to change the course schedule to accommodate videos, class discussion, etc. Guidelines for Student Conduct:

1. Please turn off your cell phones upon entering the classroom.
2. Be respectful of others and contribute to classroom discussion without monopolizing. Give everyone a chance to participate.
3. Swearing in the classroom will not be tolerated. You may be asked to leave the room. Stretch your vocabulary by using proper language to express yourself.
4. Please review your Student Guide, especially sections on: Classroom Conduct, Cheating and Plagiarism, and Disruptions.

**SMOKING POLICY**

SPC prohibits smoking inside the building at all times. Smoking outside is permitted beyond 25 ft. of any South Plains College facility. Thank you.

## **COURSE OUTLINE/OBJECTIVES**

After completing the content in each chapter, the student will be able to:

### **CHAPTER 1 – BUSINESS BASICS (C2-7, 14, 15-17)**

Define profit.

Name the factors of production.

Describe the four types of businesses.

### **CHAPTER 2 – ECONOMICS AND BANKING (C2, 12, 15, 19)**

Explain supply and demand.

Explore the various degrees of competition.

List the four stages of the business cycle.

### **CHAPTER 3 – ETHICS IN BUSINESS (C4, 5-7, 9-14)**

Define ethics and how to create a personal code of ethics.

Name the approaches companies use to develop and maintain an ethical environment.

### **CHAPTER 4 – BUSINESS IN A GLOBAL ECONOMY (C2-3, 5-8, 15-17)**

List the different types of trade barriers.

Describe the costs and benefits of international business.

### **CHAPTER 5 – SMALL BUSINESS AND THE ENTREPRENEUR (C1-4, 5-7, 10-15)**

Describe the role and structure of small business in the U.S. economy.

Explain a business plan and its importance.

### **CHAPTER 6 – FORMS OF BUSINESS OWNERSHIP (C1-4, 9-18)**

Describe advantages and disadvantages of a sole proprietorship.

Explain the characteristics of not-for-profit organizations.

### **CHAPTER 7 – BUSINESS MANAGEMENT AND ORGANIZATION (C1-7, 9-18)**

Describe the levels of management.

Explain the significance of organizing.

### **CHAPTER 8 – MOTIVATION, LEADERSHIP, AND TEAMWORK (C4, 9-15)**

Discuss the main motivation theories and how to apply them.

Describe the best ways to create, manage, and participate in teams.

### **CHAPTER 9 – HUMAN RESOURCE MANAGEMENT (C4, 10, 12, 14-15)**

Explore the processes involved in human resource management.

Explain how employees are trained and evaluated.

Discuss the main components of compensation.

### **CHAPTER 10 – ONLINE BUSINESS AND TECHNOLOGY (C1-4,18-20)**

Discuss what the online environment offers to help market a business.

Explore the functions of a company's chief information officer (CIO).

### **CHAPTER 11 – PRODUCTION, OPERATIONS, AND THE SUPPLY CHAIN (C3, 15-17)**

Describe the importance of manufacturing and production to the U.S. economy and to the global economy.

Discuss the function of operations management and its importance in determining a facility's location and layout.

### **CHAPTER 12 – MARKETING AND CONSUMER BEHAVIOR (C5-7, 11, 14, 15)**

Describe the four Ps of marketing.

Explore some benefits and criticisms of marketing.

### **CHAPTER 13 – PRODUCT DEVELOPMENT AND PRICING STRATEGIES (C1-3, 5-7, 11, 14, 17)**

Describe the importance of product differentiation.

List and explain the steps in new product development.

#### CHAPTER 14 – PROMOTION AND DISTRIBUTION (C1-2, 5-7, 11-15)

Define the promotional mix.

List the steps in the personal selling process.

#### CHAPTER 15 – FINANCING AND TRACKING BUSINESS OPERATIONS (C1-2, 8-9, 12, 15)

Define financial management and functions of financial managers.

Explain the kinds of loans and grants available to finance short-term business needs.

#### CHAPTER 16 – INVESTMENT OPPORTUNITIES IN THE SECURITIES MARKET (C2, 5-8, 11, 15)

Explain how companies issue stock.

Discuss stock performance and factors leading to stock market changes.

Describe the different types of mutual fund investments.

SCANS COMPETENCIES COVERED IN THIS COURSE: C1-C17

SCANS FOUNDATION SKILLS COVERED IN THIS COURSE: F1, F2, F5, F10, F13, F14, F17

### SCANS COMPETENCIES

- C-1 TIME-Selects goal relevant activities, ranks them, allocates time, and prepares and follows schedules.
- C-2 MONEY-Uses or prepares budgets, makes forecasts, keeps records, and makes adjustments to meet objectives.
- C-3 MATERIALS & FACILITIES-Acquires, stores, allocates, and uses materials or space efficiently.
- C-4 HUMAN RESOURCES-Assesses skills and distributes work accordingly, evaluates performances and provides feedback.
- INFORMATION-Acquires and Uses Information
- C-5 Acquires and evaluates information
- C-6 Organizes and maintains information.
- C-7 Interprets and communicates information.
- C-8 Uses computers to Process information.
- INTERPERSONAL-Works With Others
- C-9 Participates as members of a team and contributes to group effort.
- C-10 Teaches others new skills.
- C-11 Serves clients/customers-works to satisfy customer's expectations.
- C-12 Exercises leadership-communicates ideas to justify position, persuades and convinces others, responsibly challenges existing procedures and policies.
- C-13 Negotiates-Works toward agreements involving exchanges of resources resolves divergent interest.
- C-14 Works with Diversity-Works well with men and women from diverse backgrounds.
- SYSTEMS-Understands Complex Interrelationships
- C-15 Understands Systems-Knows how social, organizational, and technological systems work and operates effectively with them.
- C-16 Monitors and Correct Performance-Distinguishes trends, predicts impacts on system operations, diagnoses systems performance and corrects malfunctions.
- C-17 Improves or Designs Systems-Suggest modifications to existing systems and develops new or alternative systems to improve performance.
- TECHNOLOGY-Works with a variety of technologies
- C-18 Selects Technology-Chooses procedures, tools, or equipment including computers and related technologies.
- C-19 Applies Technology to Task-Understands overall intent and proper procedures for setup and operation of equipment.
- C-20 Maintains and Troubleshoots Equipment-prevents, identifies, or solves problems with equipment, including computers and other technologies.

### FOUNDATION SKILLS

- BASIC SKILLS-Reads, writes, performs arithmetic and mathematical operations, listens and speaks
- F-1 Reading-locates, understands, and interprets written information in prose and in documents such as manuals, graphs, and schedules.
- F-2 Writing-Communicates thoughts, ideas, information and messages in writing, and creates documents such as letters, directions, manuals, reports, graphs, and flow charts.

- F-3 Arithmetic-Performs basic computations, uses basic numerical concepts such as whole numbers, etc.
- F-4 Mathematics-Approaches practical problems by choosing appropriately from a variety of mathematical techniques.
- F-5 Listening-Receives, attends to, interprets, and responds to verbal messages and other cues.
- F-6 Speaking-Organizes ideas and communicates orally.
- THINKING SKILLS-Thinks creatively, makes decisions, solves problems, visualizes, and knows how to learn and reason
- F-7 Creative Thinking-Generates new ideas.
- F-8 Decision-Making-specifies goals and constraints, generates alternatives, considers risks, and evaluates and chooses best alternative.
- F-9 Problem Solving-Recognizes problems and devises and implements plan of action.
- F-10 Seeing Things in the Mind's Eye-Organizes and processes symbols, pictures, graphs, objects, and other information.
- F-11 Knowing How to Learn-Uses efficient learning techniques to acquire and apply new knowledge and skills.
- F-12 Reasoning-Discovers a rule or principle underlying the relationship between two or more objects and applies it when solving a problem.
- PERSONAL QUALITIES-Displays responsibility, self-esteem, sociability, self-management, integrity and honesty
- F-13 Responsibility-Exerts a high level of effort and preservers toward goal attainment.
- F-14 Self-Esteem-Believes in own self-worth and maintains a positive view of self.
- F-15 Sociability-Demonstrates understanding, friendliness, adaptability, empathy, and politeness in group settings.
- F-16 Self-Management-Assesses self accurately, sets personal goals, monitors progress, and exhibits self-control.
- F-17 Integrity/Honesty-Chooses ethical courses of action.

## **CAMPUS GUIDELINES** **CHILDREN ON CAMPUS**

Many of the students attending classes at South Plains College are also parents who value the opportunity to participate in higher education. Sometimes students are faced with the decision of whether to remain at home with their children, bring children with them to class, or be absent from class. The following guidelines address concerns for the safety of children on campus and provide for an environment conducive to learning:

1. Students are not allowed to bring children to class and will be asked to leave in the interest of providing an environment conducive for **all** students enrolled in the class. Students are responsible for adherence to the attendance requirements set forth by the instructor in the course syllabus.
2. Children may not be left unattended. In order to provide for the safety of children on campus, parents or other guardians are responsible for supervising children while utilizing services or conducting business on campus.
3. Disruptive children will not be allowed to interfere with college business. Parents or other guardians are responsible for supervising and controlling the behavior of children they have brought on campus.

### **AMERICANS WITH DISABILITIES ACT STATEMENT**

Students with disabilities, including but not limited to physical, psychiatric or learning disabilities, who wish to request accommodations in this class should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health Wellness Office) 806-716-2577, Reese Center (Building 8) & Lubbock Center 806-716-4675, or Plainview Center (Main Office) 806-716-4302 or 806-296-9611.

### **DIVERSITY STATEMENT**

In this class, the teacher will establish and support an environment that values and nurtures individual and group differences and encourages engagement and interaction. Understanding and respecting multiple experiences and perspectives will serve to challenge and stimulate all of us to learn about others, about the larger world, and about ourselves. By promoting diversity and intellectual exchange, we will not only mirror society as it is, but also model society as it should and can be.

### **GENERAL SAFETY ON CAMPUS**

South Plains College recognizes the importance of safety on campus. The protection of persons and property is a responsibility which we all share. Personal safety begins with the individual. The following guidelines are intended to assist you in protecting yourself and to encourage practices that contribute to a safe environment for our campus community.

- \* Never leave your personal property unsecured or unattended.
- \* Look around and be aware of your surroundings when you enter and exit a building.
- \* Whenever possible, avoid walking alone, particularly after dark. Walk to your vehicle with other class members or request that the Security Guard walk you to your car.
- \* When approaching your vehicle, keep your keys in your hand; look under your car and in the back seat and floorboard. Lock the doors as soon as you are inside your car.

## **FOOD AND DRINK IN CLASSROOMS**

It is the policy of South Plains College not to permit food or drink in the classrooms or laboratories.

In case of emergency, contact the following numbers but DO NOT leave a voice mail message:  
894-9611, ext. 2338 - Levelland Campus; 716-4677-Lubbock Center; 885-3048, ext. 2923 - Reese  
Center (mobile 893-5705)

# COURSE SCHEDULE

## BUSG 1301-001 TTH

August	28 Introduction	23 Chapter 8
	33 “	25 Chapter 9
September	4 Chapter 1	30 Chapter 10
	6 “	November 1 Chapter 11
	11 Chapter 2	6 Review, video
	13 Chapter 3	8 <b>EXAM III (8-11)</b>
	18 Chapter 4	13 Chapter 12
	20 Review, video	15 Chapter 13
	25 <b>EXAM I (1-4)</b>	20 Chapter 14
	27 Chapter 5	22 THANKSGIVING H.
October	2 “	27 Chapter 15, Review
	4 Chapter 6	29 <b>EXAM IV (12-15)</b>
	9 Chapter 7 ( <i>start project</i> )	December 4 ( <i>Project Due</i> )
	11 Review, video	6 Review
	16 <b>EXAM II (5-7)</b>	13 <b>FINAL EXAM</b>
	18 Workday	(Thurs.: 8-10 am)