I. COURSE DESCRIPTION

This course provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making processes. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life.

II. LEARNING OUTCOMES

Upon successful completion of this course, Business Principles, the student will:

1. Identify major business functions of accounting, finance, information systems, management, and marketing.
2. Describe the relationships of social responsibility, ethics, and law in business.
3. Explain forms of ownership, including their advantages and disadvantages.
4. Identify and explain the domestic and international considerations for today’s business environment: social, economic, legal, ethical, technological, competitive, and international.
5. Identify and explain the role and effect of government on business.
6. Describe the importance and effects of ethical practices in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses.
7. Describe basic financial statements and show how they reflect the activity and financial condition of a business.
8. Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.
9. Explain integrity, ethics, and social responsibility as they relate to leadership and management.
10. Explain the nature and functions of management.
11. Identify strengths, weaknesses, opportunities, and threats of information technology for businesses.
12. Demonstrate an understanding of the environments in which businesses operate today.

III. INSTRUCTIONAL MATERIALS

The instructional materials identified for this course are viewable through www.ctcd.edu/books.
IV. COURSE REQUIREMENTS

A. Attendance: (Refer to CTC Catalog for detailed policy). You are expected to attend each class period, be on time and stay the full class period or be counted absent. You are responsible for all course material missed due to absence. (FC1 & 4)

B. Reading Assignments: You are expected to have read the assigned readings prior to class. You should be prepared to discuss reading assignments in class. (CA1, CC2, CC3, FA1 & 5)

C. Current Event Article Report: In addition to text readings, each student will prepare two Business-Related current event article reports. Select an article from a current publication from the CTC Library Database (newspaper, news magazine, etc). Summarize the article in no more than three lines by briefly stating the main points in your own words. Note additional instructions under "Article Reports."

D. Oral Report: Each student will present the written article reports orally to the class (lecture)

OR

D. Student Introduction (online)

E. Discussion Boards: The discussion boards will be completed in Blackboard or in the classroom, depending on delivery mode and instructor.

F. Mindtap Concept Checks

G. Mindtap Video Case

V. EXAMINATIONS

A. Syllabus Quiz: At the beginning of the class there will be a quiz on the content of this course syllabus or Eaglemail assignment

B. Major Exams: There will be four exams, each worth 150 points.

C. Spot Quizzes: The instructor may administer pop or spot quizzes from time to time throughout the semester.

VI. GRADE COMPUTATIONS

Course grades will be determined by total points earned as follows:
<table>
<thead>
<tr>
<th>Grade</th>
<th>A</th>
<th>B</th>
<th>C</th>
<th>D</th>
<th>F</th>
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</thead>
<tbody>
<tr>
<td>Points</td>
<td>900-1000</td>
<td>800-899</td>
<td>700-799</td>
<td>600-699</td>
<td>0-599</td>
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<tr>
<td>Grade Components</td>
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<tr>
<td>Component</td>
<td>Possible Points</td>
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<tr>
<td>Eaglemail assignment/Syllabus Quiz</td>
<td>49 points</td>
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<td>Article Report 1</td>
<td>50 points</td>
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<tr>
<td>Student Introduction</td>
<td>25 points</td>
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<td>Mindtap Homework Assignments</td>
<td>156 points</td>
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<td>Discussion Boards (3 at 40 points each)</td>
<td>120 points</td>
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<td>Exam 1</td>
<td>150 points</td>
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<td>Exam 2</td>
<td>150 points</td>
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<td>Exam 3</td>
<td>150 points</td>
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<tr>
<td>Exam 4 (Final Exam)</td>
<td>150 points</td>
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<td>Total</td>
<td>1000 points</td>
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VIII. ADDITIONAL INSTRUCTIONS FROM INSTRUCTOR

A. Course Withdrawal: It is the student's responsibility to officially drop a class if circumstances prevent attendance. Any student who desires to, or must, officially withdraw from a course after the first scheduled class meeting must file a Central Texas College Application for Withdrawal. The withdrawal form must be signed by the student.

The form will be accepted at any time prior to Friday of the 12th week of classes during the 16-week fall and spring semesters. The deadline for sessions of other lengths is as follows.

<table>
<thead>
<tr>
<th>Session Type</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>10-week session</td>
<td>Friday of the 8th week</td>
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<tr>
<td>8-week session</td>
<td>Friday of the 6th week</td>
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<tr>
<td>5-week session</td>
<td>Friday of the 4th week</td>
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</tbody>
</table>

The equivalent date (75% of the semester) will be used for sessions of other lengths. The specific last day to withdraw is published each semester in the Schedule Bulletin.

A student may not withdraw from a class for which the instructor has previously issued the student a grade of "F" for scholastic dishonesty.
B. **Incomplete Grade:** The College catalog states, “An incomplete grade may be given in those cases where the student has completed the majority of the course work, but because of personal illness, death in the immediate family, or military orders, the student is unable to complete all the requirements for a course.” Prior approval from the instructor is required before the grad of “IP” for Incomplete is recorded. A student who merely fails to show for the final examination will receive a zero for the final and an “F” for the course.

C. **Cellular Phones and Beepers:** Cellular phones and beepers will be turned off while the student is in the classroom.

D. **American’s with Disabilities Act (ADA):** Disability Support Services provide services to students who have appropriate documentation of a disability. Students requiring accommodations for class are responsible for contacting the Office of Disability Support Services (DSS) located on the central campus. This service is available to all students, regardless of location. Explore the website at [www.ctcd.edu/disability-support](http://www.ctcd.edu/disability-support) for further information. Reasonable accommodations will be given in accordance with the federal and state laws through the DSS office.

E. **Instructor Discretion:** The instructor reserves the right of final decision in course requirements.

F. **Civility:** Individuals are expected to be cognizant of what constructive educational experience is and respectful of those participating in a learning environment. Failure to do so can result in disciplinary action up to and including expulsion.

G. **Honesty and Integrity:** (FC5) All students are required and expected to maintain the highest standards of scholastic honesty in the preparation of all course work and during examinations. The following will be considered examples of scholastic dishonesty:

   a. **Plagiarism:** The taking of passages from writing of others without giving proper credit to the sources.
   b. **Collusion:** Using another’s work as one’s own; or working together with another person in the preparation of work, unless joint preparation is specifically approved in advance by the instructor.
   c. **Cheating:** Giving or receiving information on examinations.

IX. **COURSE OUTLINE**

A. **Unit One:** The Contemporary Business World (Part 1)

   1. **Unit Outcomes:** Upon successful completion of this unit, the student
will be able to:

1. Discuss what you must do to be successful in today’s business world.
2. Define economics and describe the two types of economic systems: capitalism and command economy.
3. Identify the ways to measure economic performance.
4. Examine the different phases in the typical business cycle.
5. Outline the four types of competition.
6. Summarize the factors that affect the business environment and the challenges that American businesses will encounter in the future.
7. Recognize what is meant by business ethics.
8. Identify the types of ethical concerns that arise in the business world.
9. Discuss the factors that affect the level of ethical behavior in organizations.
10. Explain how ethical decision making can be encouraged.
11. Describe how our current views on the social responsibility of business have evolved.
12. Discuss the factors that led to the consumer movement and list some of its results.
13. Analyze how present employment practices are being used to counteract past abuses.
14. Describe the major types of pollution, their causes, and their cures.
15. Identify the steps a business must take to implement a program of social responsibility.
16. Explain the economic basis for international business.
17. Explore the methods by which a firm can organize for and enter into international markets.
18. Discuss the restrictions nations place on international trade, the objectives of these restrictions, and their results.
19. Outline the extent of international business and the economic outlook for trade.
20. Discuss international trade agreements and international economic organizations working to foster trade.
21. Describe the various sources of export assistance.
22. Identify the institutions that help firms and nations finance international business.

2. Learning Activities:
   a. Classroom discussion and group participation
   b. Individual study and classroom preparation
   c. Homework and other assignments designated by the instructor.

3. Lesson Outline:
   a. Unit Outline: Follow the sequence of unit learning outcomes.

B. Unit Two: The Contemporary Business World (Part 2) & Legal Context of Business

1. Unit Outcomes: Upon successful completion of this unit, the student will be able to:

1. Describe the advantages and disadvantages of a sole proprietorship.
2. Explain the different types of partners and the importance of partnership agreements.
3. Describe the advantages and disadvantages of partnerships.
4. Summarize how a corporation is formed.
5. Describe the advantages and disadvantages of a corporation.
6. Examine special types of businesses, including S corporations, limited-liability companies, and not-for-profit corporations.
7. Discuss the purpose of a joint venture and syndicate.
8. Explain how growth from within and growth through mergers can enable a business to expand.
9. Define what a small business is and recognize the fields in which small businesses are concentrated.
10. Identify the people who start small businesses and the reasons why some succeed and many fail.
11. Assess the contributions of small businesses to our economy.
12. Describe the advantages and disadvantages of operating a small business.
13. Explain how the Small Business Administration helps small businesses.
14. Explain the concept and types of franchising.
15. Analyze the growth of franchising and its advantages and disadvantages.

2. Learning Activities:
   a. Classroom discussion and group participation
   b. Individual study and classroom preparation
   c. Homework and other assignments designated by the instructor.

3. Lesson Outline:
   a. Unit Outline: Follow the sequence of unit learning outcomes.

C. Unit Three: Business Management

1. Unit Outcomes: Upon successful completion of this unit, the student will be able to:

1. Define what management is.
2. Describe the four basic management functions: planning, organizing, leading and motivating, and controlling.
3. Distinguish among the various kinds of managers in terms of both level and area of management.
4. Identify the key management skills of successful managers.
5. Explain the different types of leadership.
6. Discuss the steps in the managerial decision-making process.
7. Describe how organizations benefit from total quality management.
8. Recognize what an organization is and identify its characteristics.
9. Explain why job specialization is important.
10. Identify the various bases for departmentalization.
11. Explain how decentralization follows from the delegation.
12. Understand how the span of management describes an organization.
13. Describe the four basic forms of organizational structure.
14. Describe the effects of corporate culture.
15. Recognize how committees and task forces are used.
16. Explain the functions of the informal organization and the grapevine in a business.
17. Explain the nature of production.
18. Outline how the conversion process transforms raw materials, labor, and other resources into finished goods or services.
19. Recognize the importance of service businesses to consumers, other business firms, and the nation’s economy.
20. Describe how research and development lead to new products and services.
21. Discuss the components involved in planning the production process.
22. Explain how purchasing, inventory control, scheduling, and quality control affect production.
23. Summarize how technology can make American firms more productive and competitive in the global marketplace.

2. Learning Activities:
   a. Classroom discussion and group participation
   b. Individual study and classroom preparation
   c. Homework and other assignments designated by the instructor.
3. **Lesson Outline:**
   a. Follow the sequence of unit learning outcomes.

    **D. Unit Four:** Organizing the Business & Employee Behavior and Motivation

    1. **Unit Outcomes:** Upon successful completion of this unit, the student will be able to:

        1. Describe the major components of human resources management.
        2. Identify the steps in human resources planning.
        3. Describe cultural diversity and understand some of the challenges and opportunities associated with it.
        4. Explain the objectives and uses of job analysis.
        5. Describe the processes of recruiting, employee selection, and orientation.
        6. Discuss the primary elements of employee compensation and benefits.
        7. Explain the purposes and techniques of employee training and development.
        8. Discuss performance appraisal techniques and performance feedback.
        9. Outline the major legislation affecting human resources management.
       10. Explain what motivation is.
       11. Recognize some major historical perspectives on motivation.
       12. Describe three contemporary views of motivation: equity theory, expectancy theory, and goal-setting theory.
       13. Explain several techniques for increasing employee motivation.
       14. Recognize the types, development, and uses of teams.

    2. **Learning Activities:**
       a. Classroom discussion and group participation
       b. Individual study and classroom preparation
       c. Homework and other assignments designated by the instructor.

3. **Lesson Outline:**
   a. Follow the sequence of unit learning outcomes.
E. **Unit Five:** People in Organizations

1. **Unit Outcomes:** Upon successful completion of this unit, the student will be able to:

   1. Recognize the meaning of marketing and the importance of managing customer relationships.
   2. Explain how marketing adds value by creating several forms of utility.
   3. Trace the development of the marketing concept and understand how it is implemented.
   4. Recognize what markets are and how they are classified.
   5. Recognize the two major components of a marketing strategy—target market and marketing mix.
   6. Explain how the marketing environment affects strategic market planning.
   7. Recognize the major components of a marketing plan.
   8. Describe how market measurement and sales forecasting are used.
   9. Distinguish between a marketing information system and marketing research.
   10. Identify the major steps in the consumer buying decision process and the sets of factors that may influence this process.
   11. Explain what a product is and how products are classified.
   12. Discuss the product life-cycle and how it leads to new-product development.
   13. Define product line and product mix and distinguish between the two.
   15. Explain the uses and importance of branding, packaging, and labeling.
   16. Describe the economic basis of pricing and the means by which sellers can control prices and buyers’ perceptions of prices.
   17. Identify the major pricing objectives used by businesses.
   18. Examine the three major pricing methods that firms employ.
   19. Explain the different strategies available to companies for setting prices.
   20. Describe three major types of pricing associated with business products.
   21. Identify the various distribution channels and explain the concept of market coverage.
   22. Recognize how supply-chain management facilitates partnering among channel members.
   23. Discuss the need for wholesalers, describe the services they provide and identify the major types of wholesalers.
   24. Distinguish among the major types of retailers and shopping centers.
   25. Explain the five most important physical distribution activities.
   26. Explain how integrated marketing communications work to have the maximum impact on the customer.
   27. Recognize the basic elements of the promotion mix.
   28. Explain the three types of advertising and describe the major steps of developing an advertising campaign.
   29. Recognize the kinds of salespersons, the steps in the personal-selling process, and the major sales management tasks.
   30. Describe sales promotion objectives and methods.
   31. Recognize the types and uses of public relations.

2. **Learning Activities:**
   
   a. Classroom discussion and group participation
   b. Individual study and classroom preparation
   c. Homework and other assignments designated by the instructor.

3. **Lesson Outline:**
   
   a. Follow the sequence of unit learning outcomes.

F. **Unit Six:** Principles of Marketing

1. **Unit Outcomes:** Upon successful completion of this unit, the student will be able to:

   1. Examine why it is important for a business to use social media.
   2. Discuss how businesses use social media tools.
   3. Explain the business objectives for using social media.

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4. Describe how businesses develop a social media plan.
5. Explain the meaning of e-business.
6. Recognize the fundamental models of e-business.
7. Identify the factors that will affect the future of the Internet, social media, and e-business.
8. Examine how information can reduce risk when making a decision.
9. Discuss management’s information requirements.
10. Outline the five functions of an information system.
11. Explain why accurate accounting information and audited financial statements are important.
12. Read and interpret a balance sheet.
13. Read and interpret an income statement.
14. Describe business activities that affect a firm’s cash flow.
15. Summarize how managers evaluate the financial health of a business.
16. Recognize why financial management is important in today’s competitive economy.
17. Identify a firm’s short- and long-term financial needs.
18. Summarize the process of planning for financial management.
19. Identify the services provided by banks and financial institutions for their business customers.
20. Describe the advantages and disadvantages of different methods of short-term debt financing.
21. Evaluate the advantages and disadvantages of equity financing.
22. Evaluate the advantages and disadvantages of long-term debt financing.

2. **Learning Activities:**
   a. Classroom discussion and group participation
   b. Individual study and classroom preparation
   c. Homework and other assignments designated by the instructor.

3. **Lesson Outline:**
   a. Follow the sequence of unit learning outcomes.