Note: This course is designed for transfer credit.

Catalog Course Description:

Understanding how business works through application and integration of fundamental business functions. Includes aspects of marketing, finance, logistics, operations, organizational behavior and information management.

Entry Level Standards:

Basic college-level competencies in logic, reading, English and mathematics are presumed.

Prerequisites:

ECN 2010, ACC 2110, BUS 1010 or equivalent

Textbook(s) and Other Reference Materials Basic to the Course:


I. Week/Unit/Topic Basis:

<table>
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<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>1</td>
<td>Chapter 1, Exploring the World of Business</td>
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<tr>
<td>2</td>
<td>Chapter 2, Being Ethical</td>
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| 3    | Chapter 3, Exploring Global Business  
Chapter 4, Navigating the World of E-Business |
| 4    | Chapter 5, Choosing the Form of Business Ownership  
Chapter 6, Small Business, Entrepreneurship and Franchises |
| 5    | Exam 1 Chapters 1 – 6  
Chapter 7, Understanding the Management Process |
| 6    | Chapter 8, Creating a Flexible Organization  
Chapter 9, Producing Quality Goods and Services |
| 7    | Chapter 10, Attracting and Retaining the Best Employees  
Chapter 11, Motivating and Satisfying Employees |
| 8    | Chapter 12, Enhancing Union-Management Relations |
Exam 2 Chapters 7 – 12
Chapter 13, Building Customer Relationships through Effective Marketing

Chapter 14, Creating and Pricing Products that Satisfy Customers
Chapter 15, Wholesaling, Retailing and Physical Distribution

Chapter 16, Developing Integrated Marketing Communications
Exam 3 Chapters 13 – 16

Chapter 17, Acquiring, Organizing and Using Information
Chapter 18, Using Accounting Information

Chapter 19, Understanding Money, Banking and Credit
Chapter 20, Mastering Financial Management
Chapter 21, Understanding Securities Markets and Investments

Final Exam

II. Course Objectives*:

A. Demonstrate a complete and thorough understanding of the environment of business. I, II, III

B. Demonstrate a complete and thorough understanding of the trends in business today. I, II, III

C. Demonstrate a complete and thorough understanding of management and organization. I, II, VI

D. Demonstrate a complete and thorough understanding of human resources. I, II

E. Demonstrate a complete and thorough understanding of marketing. I, II

F. Demonstrate a complete and thorough understanding of information for business strategy and decision-making. I, II

G. Demonstrate a complete and thorough understanding of finance and investment. I, II

H. Demonstrate an understanding of similarities and differences in business majors. I, II

I. Demonstrate the ability to conduct a job search and write cover letters and resumes. I, II

*Roman numerals after course objectives reference goals of the university parallel program.

III. Instructional Processes*:

Students will:

1. Practice elements of the work ethic such as professionalism, preparedness, punctuality, honesty, cooperation, dependability, contribution, effectiveness, good manners, etc. Personal Development Outcome, Cultural Diversity & Social Development Outcomes, Transitional Strategy

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, Personal Development Outcome, Problem Solving & Decision Making Outcome, Cultural Diversity & Social Development Outcome, Informational Literacy Outcome; Transitional Strategy, Active Learning Strategy

3. Student teams and analyze cases to formulate successful marketing strategies. Problem Solving and Decision Making Outcome, Active Learning Strategy

4. Discuss generally accepted accounting principles and how economic events are identified, recorded and communicated to internal and external user groups. Communication Outcome, Personal Development Outcome, Problem Solving and Decision Making Outcome, Numerical Literacy Outcome, Information Literacy Outcome, Active Learning Strategy

5. 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.

*Strategies and outcomes listed after instructional processes reference Pellissippi State’s goals for strengthening general education knowledge and skills, connecting coursework to experiences beyond the classroom, and encouraging students to take active and responsible roles in the educational process.

IV. Expectations for Student Performance:

Upon successful completion of this course, the student should be able to:

1. Define business and identify potential risks and rewards. A
2. Identify the ways to measure economic performance. A
3. Discuss the challenges that American business will encounter in the future. A, B
4. Understand what is meant by business ethics. A
5. Identify the types of ethical concerns that arise in the business world. A
6. Discuss the factors that led to the consumer movement and list some of its results. A
7. Explain the economic basis for international business. A, B
8. Define the methods by which a firm can organize for, and enter, international markets. A, B
9. Define and explain the meaning of e-business. B
10. Explore the basic framework of e-business. B
11. Explore the growth, future opportunities and challenges of e-business. B
12. Differentiate among the types of business ownership. C
13. Define a small business and recognize the fields in which small businesses are concentrated. C
14. Appraise the concept and types of franchising. C
15. Describe the four basic management functions. C
16. Identify the key management skills and the managerial roles. C
17. Describe how organizations benefit from total quality management. C
18. Explain how decentralization follows from delegation. C
19. Describe the four basic forms of organizational structure. C
20. Discuss the components involved in planning the production process. C
21. Explain the four major areas of operations control. C
22. Describe the major components of human resources management. D
23. Describe cultural diversity and understand some of the challenges and opportunities associated with it. D
24. Outline the major legislation affecting human resources management. D
25. Explain motivation. D
26. Explain several techniques for increasing employee motivation. D
27. Discuss the sources of unions’ negotiating power and trends in union membership. D
28. Identify the main focus of several major pieces of labor-management legislation. D
29. Describe the basic elements in the collective bargaining process. D
30. Understand what markets are and how they are classified. E
31. Identify the four elements of the marketing mix and be aware of their importance in developing a marketing strategy. E
32. Understand the major components of a marketing plan. E
33. Discuss the produce life cycle and how it leads to new product development. E
34. Define product line and produce mix and distinguish between the two. E
35. Identify the major pricing objectives used by business. E
36. Identify the various channels of distribution that are used for consumer and industrial products. E
37. Understand how supply chain management facilitates partnering among channel members. E
38. Explain the wheel of retailing hypothesis. E
39. Explain the most important physical distribution activities. E
40. Understand the role of promotion. E
41. Identify the major steps in developing an advertising campaign. E
42. Describe sales promotion objectives and methods. E
43. Discuss management’s information requirements. F
44. Explain how the Internet, intranet, standards for communications and web pages affect business today. B, F
45. Understand why accounting information is important and what accountants do. F, G
46. Discuss the accounting process. F, G
47. Summarize how managers evaluate the financial health of a business. F, G
48. Identify the function and characteristics of money. G
49. Summarize how the Federal Reserve System regulates the money supply. G
50. Identify the services provided by financial institutions. G
51. Explain the need for financing and financial management in business. G
52. Distinguish between short-term and long-term debt financing. G
53. Describe how securities are bought and sold. G
54. Use financial information to evaluate investment alternatives. F, G
55. Write an effective cover letter and resume. H, I
56. Locate and develop strategies to interview for specific jobs.

*Letters after performance expectations reference the course objectives listed above.

V. Evaluation:

A. Testing Procedures: 50% of grade

Three chapter exams (Exams #1, 2 and 3) each count 10% of the student’s final grade. The final exam (comprehensive) counts 20%. Exams will include both objective and essay questions as well as short cases.

B. Laboratory Expectations: 40% of grade

Each student will submit four (4) case exercises, each worth 10% of their grade. Additional cases and activities, including resume writing, job search exercises, and effective interviewing techniques, will be done in class and become part of the student’s participation grade.

C. Field Work:

Library papers, surveys, interviews, practicum, attendance at suggested/required events

D. Other Evaluation Methods: 10% of grade

Participation points will accrue throughout the semester. Responses to in-class questions, in-class case activities and homework all accrue participation points.

E. Grading Scale:
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 (Pellissippi State catalog).

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 (Pellissippi State catalog).