

Pellissippi State Community College  
Master Syllabus

**INTRODUCTION TO BUSINESS**

**BUSN 1305**

Class Hours: 3.0

Credit Hours: 3.0

Laboratory Hours: 0.0

Revised: Fall 2016

**Catalog Course Description:**

This course provides an introduction to the business environment. Topics may include business ownership and organization, management, marketing, business ethics, accounting, economics, finance and business careers.

**Prerequisite(s):**

None

**Co-requisite(s):**

None

**Textbooks(s) and Other Course Materials:**

1. **Kelly/Williams – BUSN9 (with BUSN Online, 1 term (6 months) Printed Access Card)** 1305497325 | 9781305497320 Print option. BUSN8 will also work.

**I. Week/Unit/Topic Basis:**

| <u>WEEK</u> | <u>UNIT</u>   | <u>TOPIC</u>  |
|-------------|---------------|---|
| 1           | Chpt. 1       | Orientation to course & Business NOW                              |
| 2           | Chpt. 3       | The World Marketplace   |
| 3           | Chpt. 4       | Business Ethics   |
| 4           | Chpt. 6       | Business Formation  |
| 5           | Chpt. 7       | Exam 1 Chapters 1, 3, 4, & 6; Small Business & Entrepreneurship   |
| 6           | Chpt. 8; 9    | Accounting; Finance: Acquiring and Using Funds                    |
| 7           | Chpt. 10      | Finance: Securities Markets; Exam 2 Chapters 7, 8, 9 & 10         |
| 8           | Chpt. 11 & 5  | Marketing: Customer Connections & Business Communications         |
| 9           | Chpt. 12      | Product and Promotion   |
| 10          | Chpt. 13      | Distribution and Pricing  |
| 11          | Chpt. 16      | Managing Information & Technology; Exam 3 Chapters 5, 11, 12 & 13 |
| 12-13       | Chpt. 14 & 15 | Management, Motivation & Leadership & Human Resources Management  |
| 14          | Chpt. 17      | Operations Management; Exam 4 Chapters 15-17                      |
| 15          | Final Week    | Team Presentations and Team Projects                              |

## **II. Course Goals\*:**

The course will:

- A. Guide students' understanding the basic environment of business. I, II , VI
- B. Enhance understanding of the basic trends in business today. I, II, VI, VII
- C. Expand understanding of basic management and organization. I, II, VI
- D. Expand understanding of basic human resources management. I, II , VI
- E. Enhance understanding of basic marketing. I, II
- F. Expand understanding of basic information technology currently used for business strategy and decision-making. I, II, III, V, VI
- G. Guide students to a better understanding of basic finance and investment. I, II , V, VI
- H. Demonstrate an understanding of similarities and differences in business majors. VI
- I. Enhance understanding of how products like Excel can be used as a tool to solve business issues. I, III, V, VI
- J. Guide students to learn to locate, analyze and integrate information from public sources to solve business problems. I, II, III, VI
- K. Enhance students' ability to analyze a company using publicly available resources. III, V
- L. Enhance understanding of how the global nature of business impacts all business disciplines. II, VII
- M. Enhance students' ability to function effectively as a member of a team. IV, VI
- N. Enhance students' understanding of basic work ethics such as professionalism, preparedness, punctuality honesty, cooperation, dependability, contribution, effectiveness, good manners, etc. I, II, IV, VI
- O. Enhance development of teamwork, leadership, and followership skills by incorporating course assignments such as team discussion; team case studies; experiential exercises; oral, written and PowerPoint enhanced presentations and traditional and internet research. I, II, III, IV, V, VI.
- P. Enhance students' understanding of career paths open to them by having them participate in a lecture series presented by UTK and PSCC placement officials, focusing on careers in business and how to find, interview for and create cover letters and resumes for specific jobs. II, VI

\*Roman numerals after course objectives reference goals of the Business/Management program.

## **III. Expected Student Learning Outcomes\*:**

Students will:

- 1. Define business and identify potential risks and rewards. A, B, L
- 2. Discuss the challenges that American business will encounter in the future. A, B, L
- 3. Discuss the factors that led to the consumer movement and list some of its results. A, E
- 4. Explain the economic basis for international business. A, B, L
- 5. Define the methods by which a firm can organize for, and enter, international markets. A, B, L
- 6. Define and explain the meaning of e-business. B, E , F
- 7. Describe the four basic management functions. C, D, H

8. Identify the key management skills and the managerial roles. C, D,N O
9. Explain how decentralization follows from delegation. C, D, O
10. Describe the four basic forms of organizational structure. C
11. Discuss the components involved in planning the production process. C, F
12. Explain the four major areas of operations control. C
13. Describe the major components of human resources management. D, N
14. Describe cultural diversity and understand some of the challenges and opportunities associated with it. D, L, M, N, O
15. Outline the major legislation affecting human resources management. D, O
16. Explain motivation. D, N, O
17. Explain several techniques for increasing employee motivation. D
18. Discuss what markets are and how they are classified. E, H
19. Identify the four elements of the marketing mix and be aware of their importance in developing a marketing strategy. E
20. Discuss the major components of a marketing plan. E, K
21. Discuss the product life cycle and how it leads to new product development. E
22. Define product line and product mix and distinguish between the two. E
23. Identify the major pricing objectives used by business. E
24. Identify the various channels of distribution that are used for consumer and industrial products. E
25. Describe how supply chain management improves market efficiency. E, L , J
26. Explain important physical distribution activities. E
27. Understand the role of promotion. E
28. Identify the major steps in developing an advertising campaign. E, J
29. Describe sales promotion objectives and methods. E, J
30. Discuss management's information requirements. F, I
31. Summarize how managers evaluate the financial health of a business. F, G, H, J
32. Identify the services provided by financial institutions. G, J
33. Explain the need for financing and financial management in business. G
34. Distinguish between short-term and long-term debt financing. G
35. Describe how securities are bought and sold. G
36. Use financial information to evaluate investment alternatives. F, G, J
37. Research, analyze, write and present a company analysis using basic report template. A-G, I, J, K, M
38. Explore and analyze possible career paths. J, K, N, P

\*Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

#### **IV. Evaluation:**

##### **A. Testing Procedures: 65% of grade**

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

##### **B. Laboratory Expectations:**

N/A

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) (15%)
- Quizzes to ensure assignments have been read (10%)

E. Grading Scale:

A 92-100

B+ 89-91

B 82-88

C+ 79-81

C 72-78

D 65-71

F 0-64

**V. Policies:**

A. Attendance Policy:

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

- Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
- Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.

- Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one's own work.
- Taking an exam for another student.
- Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
- Any of the above occurring within the Web or distance learning environment.

Please see the Mississippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

C. Accommodations for Disabilities:

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. Disability Services may be contacted by sending email to [disabilityservices@pstcc.edu](mailto:disabilityservices@pstcc.edu), or by visiting Alexander 130. More information is available at <http://www.pstcc.edu/sswd/>.