TEXT:


COURSE DESCRIPTION:

An introductory course which delves into the most significant activities in business. Topics of study include: organization, marketing, purchasing, production, business finance, personnel, labor relations and government regulation. This course is recommended as background for further studies in business.

COURSE OBJECTIVES:

This is a survey course which touches on many aspects of modern business. Upon completion of the course, students will be able to:

a. explain the interrelationship between the economic, legal, social and technical aspects of the business environment in order to make better decisions;

b. trace the historical development of American business to plan for the future;

c. identify the various viewpoints regarding the responsibilities of business to society and the role of government in assuring that business satisfies those responsibilities to do the most good;

d. recognize the “consumerism” and “environmental” movements and incorporate their principles in business activities;

e. identify the major strengths and weaknesses of various types of business organizations (i.e. proprietorships and corporations) to determine the best route to follow;
f. identify and explain various sources of both long-term and short-term financing for corporations, partnerships and sole proprietorships to optimize cash flow management;

g. identify, explain and apply the functions of management in diverse situations;

h. outline the development of organized labor in order to use human resources more wisely;

i. identify the various aspects of production management and implement these concepts;

j. explain the concept of marketing orientation, identify its major components and integrate these ideas in business practice;

k. identify and explain the various functions which must be performed in any distribution system and find those which are most appropriate;

l. demonstrate an awareness of career fields and occupations in business for personal and societal fulfillment.

PROCEDURES FOR ACCOMPLISHING THESE OBJECTIVES:

1. The instructor will lecture on a variety of business subject and solicit classroom participation, including the classroom simulation game.

2. The student will do the assigned readings to supplement the lectures. Students will participate in the class discussions. Case studies may be utilized;

3. The students will familiarize themselves with the vocabulary;

4. Audio-visual materials, including films, may be utilized, as well as periodicals for analyzing current events.

COURSE REQUIREMENTS:

1. Satisfactory completion of the attendance requirements.

2. Satisfactory completion of two (2) examinations.

3. Satisfy the writing requirement for the course, described as follows:

   HAND IN ON-TIME (NO EXCEPTIONS), FIVE (5) INDIVIDUAL PAGE ASSIGNMENTS REPRESENTING ONE TO THREE DESIGNATED CHAPTERS; IDENTIFYING WHAT YOU FEEL IS INTERESTING AND/OR IMPORTANT; THEN RELATING IT TO A PERSONAL EXAMPLE. (Ten points each.)

GRADING PRACTICE:
Two exams @ 10% & 20% 30%
Written summaries 50%
Class Participation 10%
Twelve-minute chapter sharing 10%

ATTENDANCE REQUIREMENTS:
All students are expected to attend every class session for which they are registered. Students are responsible for all that transpires in class whether or not they are in attendance. The College defines excessive absence or lateness as more than the equivalent of one week of class meetings during the semester. Excessive absence or lateness will lead to failure in the course or removal from the class roster. Two lates for class are equal to one absence. If you arrive late, you MUST talk to the instructor immediately upon completion of the class to receive credit for attendance.
## WEEKLY OUTLINE OF TOPICS TO BE COVERED

<table>
<thead>
<tr>
<th>WEEK OF</th>
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| 1-22    | Introduction (Thursday only)  
FUNDAMENTALS, ETHICS Chap. 1, 2 |
| 1-29    | Global Chap. 3  
I.T. Chap. 4 |
| 2-05    | **Summary One Due**  
Small Business Chap. 6, 7 |
| 2-12    | Organization Chap. 8  
Production Chap. 9 |
| 2-19    | HR  
Motivation Chap. 10 |
| 2-26    | **Summary Two Due**  
Test I |
| 3-4     | **Test I**  
Marketing (Thursday only) Chap. 12, 13  
Distribution Chap. 14 |
| 3-11    | Career Week (Tuesday only) Chap. 15 |
| 3-18    | **Summary Three Due**  
Union/Mgmt. Negotiations  
Accounting Chap. 16 |
| 4-1     | Finance Chap. 17  
Chap. 18 |
| 4-8     | **Summary Four Due**  
Quiz Show Game  
Test II |
| 4-15    | Component Chapters: “B” & “C” legal; risk Cont. |
| 4-22    | Component Chapters: “D” |
| 4-29    | **Summary Five Due**  
B, C & D Due (Tuesday only) |
| 5-6     | |
| 5-13    | |
| 5-20    | |
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