

VERNON COLLEGE
SYLLABUS

DIVISION: Information & Technology

DATE: 2011-2012

COURSE NUMBER AND TITLE: BUSI 1301 Business Principles

CREDIT HRS: 3 HRS/WK LEC: 3 HRS/WK LAB: 0 LEC/LAB COMB: 3

I. VERNON COLLEGE GENERAL EDUCATION PHILOSOPHY STATEMENT

General education at Vernon College reflects the institution's deep conviction that successful, satisfying lives require a wide range of skills and knowledge. We are dedicated to providing educational opportunities that develop the academic, career, and personal capabilities of individuals so they may achieve self-fulfillment and participate fully and positively in a democratic society. Vernon College has identified the following college-level competencies generated from the general education core:

GENERAL EDUCATION CORE COMPETENCIES:

- A. Critical Thinking: Students will evaluate the validity of ideas through a creative process of questioning, analyzing, and synthesizing.
- B. Communication/Interpersonal: Students will develop effective reading, writing, speaking, and listening skills to communicate verbally and nonverbally.
- C. Scientific and Mathematical Literacy: Students will apply an understanding of mathematical, natural, and behavioral scientific principles and methods to solve abstract and practical problems.
- D. Information Literacy: Students will develop the information literacy skills to confidently and competently locate, use, and evaluate information.
- E. Cultural Literacy: Students will develop an appreciation of human culture and its diversity and the role of the creative arts in society.

II. CATALOG DESCRIPTION:

Introduction to the role of business in modern society. Includes overview of business operations, analysis of the specialized fields within the business organization, and development of a business vocabulary. Special Fee: \$2.00

III. REQUIRED BACKGROUND:

No prerequisites are required, but job experience will help the student to gain a better understanding of this course.

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IV. TEXTS, OTHER REFERENCE MATERIAL:

Nickels, William G, McHugh, James and McHugh, Susan. Understanding Business. Ninth edition, 2010. McGraw-Hill / Irwin

V. METHODS OF INSTRUCTION:

Lecture, discussion, and class participation with appropriate A/V materials for on-campus students. Assistance with assignments through Blackboard for on-line students.

Students desiring auxiliary aids and services for this course should make their requests to the instructor and the Special Services Director.

VI. COURSE CONTENT:

1. American Business Enterprise System
2. Business and Society
3. Forms of Business Ownership
4. Organizing for Management
5. The Manager's Job
6. Staffing the Organization
7. Compensation for Human Resources
8. Labor-Management Relations
9. Marketing Management
10. Products and Their Distribution
11. Promotional Strategies
12. Prices and Pricing Policies
13. Business Information and the Computer
14. Laws and Ethics for Business
15. Regulation of Business
16. Money and Banking
17. Financial Strategies
18. Risk Management and Insurance
19. Small Business and Franchising

VII. COURSE OUTCOMES:

The most important objective is to give students an overview of business activities, thus providing a valuable perspective for subsequent specialized business courses. (SCANS C1-16, C19, F1-17)

The second important objective is to give students an appreciation and understanding of our capitalistic business enterprise system. For many, it provides an opportunity to evaluate and possibly choose a lifetime career. (SCANS C1-16, F1-17)

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After completion of the assigned chapters, each student should be able to:

1. State a historical perspective of America business firms. (SCANS F1-12)
2. Explain the advantages and disadvantages of the following types of business firms (SCANS F1-12):
 - a. Sole proprietorship
 - b. Partnership
 - c. Corporation
3. Describe the role that good management techniques play in the success of modern business firms. (SCANS C1-14, F1-12)
4. Identify the importance of marketing, promotion, and pricing of merchandise in today's competitive business environment. (SCANS C1-14, F1-12)
5. Describe the importance of the following methods of controls (SCANS C1-14, F1-12):
 - a. Accounting
 - b. Computers
 - c. Laws
6. Explain the importance of financing in today's business environment, especially in the areas of money and banking, as well as stocks and bonds. (SCANS F1-12)
7. Identify some problems involved in managing and financing small business firms. (SCANS C1-14, F1-12)

VIII. ASSESSMENT:

Final grades will be determined on the basis of:

1. Attendance and class participation
2. Assigned work (may include-but not limited to-homework, discussions, team problems, study guide, papers, and class presentations)
3. Pop quizzes
4. Major exams and final