



# Course Syllabus

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**Department** : Business Administration

**Course Title** : Business Principles

**Section Name** : BUSI\_1301\_12

**Start Date** : 08/22/2011

**End Date** : 12/08/2011

**Modality** : classroom

**Credits** : 3

## Instructor Information

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**Name** : Jack Felts

**OC Email** : jfelts@odessa.edu

**OC Phone #** : (432) 335-6535

### Course Description

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Presents an overview of various components of business and industry. Emphasizes integration of text material with current and local business operations and decision-making processes. Learning activities include background reading and applications from text materials, current events. Also aids students in career planning by emphasizing aptitudes and skills expected in various fields of business specializations.

## Prerequisites/Co requisites

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NONE

## Scans

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6, 7, 10, 11

## Course Objectives

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1.0 To demonstrate competency in Contemporary Business and Its Environment; the student should be able to:

1.1 \*Explain the Foundations of Business. (6, 7, 10, 11)

1.2 \*Determine the Economic Challenges facing the United States. (6, 7, 10, 11)

1.3 \*Explain the Global Dimensions of Business. (6, 7, 10, 11)

1.4 \*Relate to Social Responsibility and Business Ethics. (6, 7, 10, 11)

2.0 To demonstrate competency in the Structure of American Business; the student should be able to:

2.1 \*Summarize the Forms of Business Ownership. (6, 7, 10, 11)

2.2 \*Describe Entrepreneurship, Small Business, and Franchising. (6, 7, 10, 11)

3.0 To demonstrate competency in Management and Organization; the student should be able to:

3.1 \*Explain the Process of Management. (6, 7, 10, 11)

3.2 \*Describe the Internal Organization. (6, 7, 10, 11)

3.3 \*Distinguish between Production and Operation Management. (6, 7, 10, 11)

4.0 To demonstrate competency in the Human Resource; the student should be able to:

4.1 \* Describe Human Relations. (6, 7, 10, 11)

4.2 \*Explain Human Resource Management. (6, 7, 10, 11)

4.3 \*Interpret Labor-Management Relations. (6, 7, 10, 11)

5.0 To demonstrate competency in Marketing Management; the student should be able to:

5.1 \*Summarize Marketing Strategy. (6, 7, 10, 11)

5.2 \*Explain Product and Pricing Strategy. (6, 7, 10, 11)

5.3 \*Interpret Promotional Strategy. (6, 7, 10, 11)

6.0 To demonstrate competency in Information for Decision Making; the student should be able to:

6.1 \*Explain Information System and Business. (6, 7, 10, 11)

6.2 \*Summarize Accounting. (6, 7, 10, 11)

7.0 To demonstrate competency in Financing the Enterprise; the student should be able to:

7.1 \*Explain Financial Management. (6, 7, 10, 11)

7.2 \*Summarize Money, the Banking System, and Other Financial Institutions. (6, 7, 10, 11)

7.3 \*Interpret the Securities Market. (6, 7, 10, 11)

\* Indicates Integrated, Core Curriculum Skills (Math, Reading, Communication, Technological Literacy and/or Critical Thinking)

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PLEASE PUT YOUR DEPARTMENT SPECIFIC INFORMATION IN THIS AREA

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### **Required Readings/Materials**

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a) You must purchase the following *required* readings/materials:

The Future of Business: The Essentials, Gitman and McDaniel, 4<sup>th</sup> ed.

b) You are encouraged to buy the following *optional* books/materials : none

### **Course Requirements (Lectures, Assignments and Assessments)**

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A. Reading of the assigned materials.

B. Preparation of solutions in good form for all assigned problems and exercises.

C. Intangibles (attitude, preparation).

D. Satisfactory performance on examinations.

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**Topic/Overview:** This week focuses on

**Summary of Assignments & Activities**

Item(Name)	Type	Description	Due
BUSI 1301	Lecture	<i>Introduction</i>	08/23/11
Chapter 1	Lecture- Reading	Economic Systems and Business	08/25/11
Chapter 2	Lecture- Reading	Making Ethical Decisions and Managing a Socially Responsible Business	08/30/11
Chapter 3	Lecture- Reading	Competing in the Global Marketplace	09/01/11
Review Test One		Covers Chapters 1, 2, 3	09/06/11 09/08/11
Chapter 4	Lecture- Reading	Forms of Business Ownership	09/13/11
Chapter 5	Lecture- Reading	Entrepreneurship: Starting and Owning your own Business	09/15/11
Review Test Two		Covers Chapters 4, 5	09/20/11 09/22/11
Chapter 6	Lecture- Reading	Management and Leadership in Today's Organizations	09/27/11

Chapter 7	Lecture- Reading	Designing Organizational Structures	09/29/11
Chapter 8	Lecture- Reading	Managing Human Resources and Labor Relations	10/04/11
Chapter 9	Lecture- Reading	Motivating Employees	10/06/11
Chapter 10	Lecture- Reading	Achieving World Class Operations Management	10/11/11
Review Test Three		Covers Chapters 6, 7, 8, 9, 10	10/13/11 10/18/11
Chapter 11	Lecture- Reading	Creating Products and Pricing Strategies to Meet Customers' needs	10/20/11
Chapter 12	Lecture- Reading	Distributing and Promoting Products and Services	10/25/11
Review Test Four		Covers Chapters 11, 12	10/27/11 11/01/11
Chapter 13	Lecture- Reading	Using Technology to Manage Information	11/03/11
Chapter 14	Lecture- Reading	Using Financial Information and Accounting	11/08/11
Review Test Five		Covers Chapters 13, 14	11/10/11 11/15/11
Chapter 15	Lecture- Reading	Understanding Money and Financial Institutions	11/17/11
Chapter 16	Lecture- Reading	Understanding Financial Management and Securities Markets	11/22/11
Review		Covers 15, 16	11/29/11

Test Six		Covers 15, 16	12/01/11
Final exam			12/08/11 8-10:30 am

**Grading Policy**

After each test, I will provide grades or scores and comments on test as soon as possible after they are taken.

Students should contact the instructor if you cannot take the exam by any means possible (email, office phone, home phone-not between 10 pm- 7 am). You should know there are no makeup exams.

Percentage %	Grade
90-100	A
80-89	B
70-79	C
60-69	D
<59	F


### **Special Needs**

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Odessa College complies with Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990. If you have any special needs or issues pertaining to your access to and participation in this or any other class at Odessa College, please feel free to contact me to discuss your concerns. You may also call the Office of Disability services at 432-335-6861 to request assistance and accommodations.

### **Learning Resource Center (Library)**

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The Library, known as the [Learning Resources Center](#), provides research assistance via the [LRC's catalog \(print books, videos, e-books\)](#) and [databases \(journal and magazine articles\)](#). [Research guides](#) covering specific subject areas, [tutorials](#), and the "[Ask a Librarian](#) " service provide additional help.

### **Student E-mail**

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Please access your [Odessa College Student E-mail](#), by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. **All correspondence will be submitted using your Odessa College email.**

### **Student Portal**

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Please access your [Odessa College Student E-mail](#), by following the link to either set up or update your account: <http://www.odessa.edu/gmail/>. **All correspondence will be submitted using your Odessa College email.**

## **Technical Support**

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Student email account contact the Student Success Center at 432-335-6878 or online at [https://www.odessa.edu/dept/ssc/helpdesk\\_form.htm](https://www.odessa.edu/dept/ssc/helpdesk_form.htm).

## **Important School Policies**

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For information regarding student support services, academic dishonesty, disciplinary actions, special accommodations, or students' and instructors' right to academic freedom can be found in the [Odessa College Student Handbook](#).

Students should check the syllabi frequently in case of change.