

**RANGER COLLEGE  
SYLLABUS  
FALL & SPRING 2010-2011**

**COURSE NUMBER AND TITLE:** BUSI 1301 – BUSINESS PRINCIPLES  
**CREDIT HOURS:** 3 HRS/WK LEC 3 HRS/WK LAB: 0 LEC/LAB COMB: 3

**Name of Instructor (Title):** Linda Gann, Associate Professor

**Office Location:** Business Building

**Office Hours** 7:00-8:00 a.m. M & W 7:00-7:45 TU & TH 10:20-11:05 a.m. TU & TH,  
2:30-3:00 p.m. M & W

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**I. 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.

**II. COURSE GOAL**

By the end of the semester the student will be able to satisfactorily complete all the listed learning objectives with a minimum of 60 percent competency level based on chapter quizzes over each chapter, major tests (Including the final) and out-side-of class assignments.

The course is designed to familiarize the student with the broad development of the American business enterprise system.

The objectives and goals include developing an understanding of the environmental forces affecting business ownership, different aspects of management, and an understanding of the marketing concepts. Also the student will research their personal career goals. With this insight, the student will be more prepared to make a specialized career choice in the field of business.

**III. REQUIRED BACKGROUND/PREREQUISITES**

No prerequisite required.

**IV. REQUIRED TEXTBOOK (S); READINGS; MATERIALS**

TEXT: INTRODUCTION TO BUSINESS by Jeff Madura, Southwestern Publishing 4th Edition

MATERIALS: Paper and pen, computer memory

## V. METHODS OF INSTRUCTION

Primarily lectures and class discussion. These will be supplemented by video films, internet, and instructor supplementary handout materials.

## VI. BASIC INTELLECTUAL COMPETENCIES

The Basic Intellectual Competencies listed below are components of a process designed to assist and prepare students for becoming well-educated individuals who are intellectually flexible, articulate, and have the capacity to become responsible and creative members of society. These competencies are included in this course, and they are noted by the following numbering system:

**B1. Reading:** Ability to analyze and interpret a variety of printed materials—books, documents, and articles—above 12<sup>th</sup> grade level.

**B2. Writing:** Ability to produce clear, correct, and coherent prose adapted to purpose occasion, and audience—above 12<sup>th</sup> grade.

**B3. Speaking:** Ability to communicate orally in clear, coherent, and persuasive language appropriate to purpose, occasion, and audience—above 12<sup>th</sup> grade.

**B4. Listening:** Ability to analyze and interpret various forms of spoken communication, posses sufficient literacy skills of writing, reading—above 12<sup>th</sup> grade.

**B5. Critical Thinking:** Methods for applying both qualitative and quantitative skills analytically and creatively to subject matter in order to evaluate arguments and to construct alternative strategies.

**B6. Computer Literacy:** Understand our technological society, use computer-based technology in communication, solving problems, acquiring information.

## SCANS COMPETENCEIES

### READING

1.1 Locate, understand, and interpret written information in text.

### WRITING

2.1 Communicate written thoughts, ideas, and information.

2.2 Create documents written as application letters, resumes, and reports.

### INTERPERSONAL

5.4 Exercise leadership—Communicates ideas to justify position. Persuades

and convinces others. Responsibility changes existing procedures and policies.

## INFORMATION

- 6.1 Acquires and evaluates information.
- 6.2 Organizes and maintains information.
- 6.3 Interprets and communicates information.

## SYSTEM

- 7.1 Understands Systems—Know how the business organizational system works-past, present, and future.

## THINKING SKILLS

- 9.1 Creative thinking
- 9.2 Decision Making—Generates alternatives, considers risks and evaluates and chooses best alternatives.
- 9.3 Problem Solving—Recognizes problems and devises and implements plans of action.
- 9.6 Reasoning—Discover a rule of principle underlying the relationship between two or more objects and applies it when solving a problem.

## PERSONAL QUALITIES

- 10.5 Integrity/Honesty-Chooses ethical course of action.

## **VII. COURSE OBJECTIVE/LEARNER OUTCOMES:**

Upon completion of this instruction, the student will be able to:

1. Define and apply business terminology. (B5, Scans 6)
2. Create a business plan. (B1, B2, B3, B5, B6, Scans 1, Scans 2, Scans 5, Scans 6, Scans 9)
3. Describe the scope of business enterprise in the nation and the world today, including organization of a business and forms of business ownership. (B1, B2, Scans 1, Scans 2, Scans 6, Scans 7)
4. Describe the relationships of social responsibility, ethics, and law in business (B1, B2, Scans 1, Scans 2, Scans 6, Scans 7, Scans 10)
5. Identify major functions of economics. (B1, B2, Scans 1, Scans 2, Scans 6)
6. Identify major functions of management.(B1, B2, Scans 1, Scans 2, Scans 6)
7. Identify major functions of marketing.(B1, B2, Scans 1, Scans 2, Scans 6)
8. Identify major functions of accounting. (B1, B2, Scans 1, Scans 2, Scans 6)
9. Define and apply step to decision-making process. (B2, B5, B6, Scans 2, Scans 6, Scans 9)

10. Identify marketing techniques used on retail product advertisement. (B2, B5, B6, Scans 2, Scans 6, Scans 9)
11. Research specialized career choices in the business field and prepare resume and letter of application. (B1, B2, B5, B6, Scans 1, Scans 2, Scans 6, Scans 9)

### VIII. COURSE CALENDAR

<u>CLASS MEETING</u>	<u>CLASS WORK</u>	<u>HOMEWORK</u>
#1	Syllabus & Introduction	Read Ch. 1
#2	Pre-Test, Discuss Chapter 1-quiz	Read Ch 2
#3	Stock Market Game	
#4	Discuss Chapter 2-quiz	Read Ch 3
#5	Discuss Chapter 3-quiz	Study for Test
#6	Test Chapters 1-3	Read Ch 5
#7	Review Test Discuss Chapter 5-quiz	
#8	Continue Chapter 5	
#9	Business Plan	Read Ch 6
#10	Discuss Ch 6	Study for Test
#11	Test on Chapter 5 & 6	Prepare Bus Plan
#12	Present Business Plan	Read Ch 7
#13	Review Test Discuss Ch. 7-quiz Decision Making Assign	Read Ch. 8
# 14	Decision Making Assignment Due Discuss Chapter 8-quiz	Read Ch. 9
#15	Discuss Chapter 9-quiz	Study for Test
#16	Test Chapters 7, 8, 9	Read Ch. 10

#17	Review Test Discuss Chapter 10-quiz	Read Ch. 11
#18	Discuss Chapter 11-quiz	
#19	Continue Chapter 11	Study for Test
#20	Test Chapter 10 & 11	Read Ch. 12
#21	Review Test Discuss Chapter 12-quiz Magazine Ad Project	Read Ch. 13
#22	Discuss Chapter 13-quiz	
#23	Film – Marketing	Read Ch. 14
#24	Discuss Chapter 14-quiz	
#25	Continue Chapter 14	Read Ch. 15
#26	Discuss Chapter 15	Study for Test
#27	Test Chapter 12-15	
#28	Review Test Discuss Letter of Application	Work on Career Assignment
#29	Discuss Resume	Work on Career Assignment
#30	Discuss Interviewing Careers Assignment Due	Study for Final
#31	<b>Final</b>	<b>Comprehensive</b>

The above schedule and procedures in this course are subject to change in the event of extenuating circumstances. Daily assignments, as well as tests, will include written component.

## IX. COURSE/CLASSROOM POLICIES

1. Regular and punctual attendance in all classes and labs is required of all students. Attendance will be checked at the beginning of each class period.

Students coming into class after the roll has been checked will be counted absent. Any exception will be determined by the instructor and will be based on the reason for being tardy.

Unexcused absences are counted from the first day of class as listed in the college calendar, regardless of the date of the student's registration. The only excused absence is an authorized college activity.

The absence policy found in the Ranger College catalog will be applied in this course. If the student has the equivalence of the three weeks of unofficial absences in a course in which he or she is currently enrolled, the instructor may drop the student from a non-developmental course with a grade of F.

2. All students are encouraged to participate in class discussions and group projects.
3. If you are absent the day of the test, you will take the make-up test the next class meeting. This will be the only day the make-up test will be given. Anyone not taking the make-up test at this time will receive a zero (Exceptions for emergency and excused absences will be made by the instructor). All outside of class assignments that count as test grades must be turned in at the beginning of the class period, on the date they are due (or before), or you will receive a zero. You are allowed two daily quiz absences during the semester. For any additional absences when we have a quiz you will receive a zero (Exceptions for emergency and excused absences will be made by the instructor.).
4. While in the Office Technology Lab, students need to properly care for the lab equipment as explained in the text, or by the instructor or by the lab assistant. Severe mistreatment will result in removal from the course
5. Any student caught cheating in this class will be dropped from the class and reported to the Dean of Students.
6. Students are expected to behave in a business-like manner. If the behavior of any student disrupts the class, the instructor has the right of removal. Sleeping in class and misuse of computer equipment will result in removal from class. Any individual problems concerning grades, absences, etc. should be discussed with the instructor before class, after class, or by appointment.
7. Available support services are available: Student services, library, internet.
8. ADA STATEMENT: Ranger College provides a variety of services for the students with learning and/or physical disabilities. The student is responsible for making the initial contact with Ranger College Counselor. It is advisable to make this contact before or immediately after the semester begins.

## **X. ASSESSMENT**

1. There will be a chapter quiz over each chapter that will count as a daily grade. This test will be given at the beginning of class when a new chapter is started.
2. You are allowed two (2) daily quiz absences during the semester. For any additional absences when we have a quiz you will receive a zero. If you do not miss a quiz throughout the semester, then your two lowest grades will be dropped. Exceptions for emergency situations, or extensive extracurricular activities must be approved by the instructor.
3. ALL daily grades will be averaged and will count  $2/5$  of your final grade.
4. There will be five major tests, and the final. You will also have three out-of-class assignments, which will each count as a test grade.
5. ALL tests will be averaged, including the final and they will count  $3/5$  of your final grade.
6. If you are absent the day of the test you will take the test the next class meeting you attend or you will receive a zero. Exceptions for extended absences will be made by the instructor.
7. There is No extra credit work.

### **LEVELS OF ACHIEVEMENT FOR GRADING PURPOSES:**

1. "A" level will be assigned to students with an average of 90-100
2. "B" level will be assigned to students with an average of 80-89
3. "C" level will be assigned to students with an average of 70-79
4. "D" level will be assigned to students with an average of 60-69
5. "F" level will be assigned to students with an average below 60 or anyone caught cheating in this class.

### **METHODS OF EVALUATING ACHIEVEMENT OF STUDENTS:**

The course textbook, contemporary practice, handouts, and lecture notes will be used as standards for evaluation of your work on exams.

Exams will consist of multiple choice, matching, true/false, short answer, discussion questions, problems, or a combination of these.

Exams will be the measurement use to determine the competence level of the student in the following areas:

## COMPETENCE TESTED

TEST 1 – Describe the scope of business enterprise in the nation and the world today. Describe the relationships of social responsibility, ethics, and law in business and identify major functions of economics.

(Learner outcome 1, 2)

1. Identify the key participants that are involved in a business.
2. Describe the key functions of business.
3. Describe the responsibilities of firms to their customers.
4. Describe the responsibilities of firms to their employees.
5. Describe the responsibilities of firms to their stockholders and creditors.
6. Describe the responsibilities of firms to their environment.
7. Describe the responsibilities of firms to their communities.
8. Explain the costs that firms incur in achieving their social responsibilities.
9. Identify how macroeconomics factors that affect business performance.
10. Explain how market prices are determined.
11. Explain how the government influences economic conditions.

TEST 2 – (Outside of Class written assignment) Create a business plan. (Learner outcome 1, 2)

TEST 3 – Organization of a business and forms of business ownership.

(Learner outcome 1, 4, 5)

1. Explain how to develop a business plan.
2. Explain how business owners select a form of business ownership.
3. Describe methods of owning existing businesses.
4. Explain how business owners can measure their business performance.

TEST 4 – (Outside of Class Assignment) Define and apply steps to decision making. (Learner outcome 1, 9)

5. Identify the steps to managerial decision making.
6. Apply the steps of managerial decision making.

TEST 5 – (Essay Test) Identify major functions of management. (Learner outcome 1, 6)

7. Identify the levels of management.
8. Identify the key functions of managers.
9. Describe the skills that managers need.
10. Describe methods in which managers can use their time effectively.
11. Explain how an organizational structure may be used by a firm to achieve its strategic plan.
12. Identify methods that can be used to departmentalize tasks.
13. Show how total quality management (TQM) can be applied to monitor and

- enhance the quality.
14. Identify the key methods used to improve production efficiency.

TEST 6 – Identify major functions of management. (Learner outcome 1, 6)

15. Describe the theories on motivation.
16. Explain how firms can enhance job satisfaction and therefore enhance motivation.
17. Explain human resource planning by firms.
18. Differentiate among the types of compensation that firms offer to employees.
19. Describe the skills of employees that firms develop.
20. Explain how the performance of employees can be evaluated.

TEST 7 – (Outside of Class Written Assignment) Identify marketing techniques used on retail product. (Learner Outcome 1, 10)

21. Identify market segmentation.
22. Identify market coverage.
23. Identify retail outlet used for distribution

TEST 8 – (Outside of Class Written Assignment) Identify major functions of marketing and advertisement accounting.

(Learner Outcome 1, 7, 8)

24. Identify the main factors that affect a product's target market.
25. Identify the steps involved in creating a new product.
26. Explain the common methods used to differentiate a product.
27. Identify the main phases of a product life cycle.
28. Identify the factors that influence the pricing decision.
29. Explain advantages and disadvantages of a direct channel of distribution, and identify factors that could determine the optimal channel of distribution.
30. Differentiate between type of market coverage.
31. Explain how the distribution process can be accelerated.
32. Explain how retailers can serve manufacturers.
33. Explain how wholesalers can serve manufacturers and retailers.
34. Explain the strategy and potential benefits of vertical channel integration.
35. Explain how promotion can benefit firms.
36. Describe the various forms or media used for advertising products.
37. Describe the steps involved in personal selling.
38. Describe the sales promotion methods that are used.
39. Describe how firms can use public relations to promote products.
40. Describe how firms select the optimal mix of promotions to use.
41. Explain how firms use accounting.
42. Explain how to interpret financial statements.
43. Explain how to evaluate a firm's financial condition.

TEST 9 – Final – Comprehensive Overview (Essay, Multiple Choice, True/False)

Accuracy percentages will be determined for each competence based on the number of errors made in relation to 100 percent. The student's minimum goal for each competence should be 60%.

**XI. ADMISSIONS, EMPLOYMENT, AND PROGRAM POLICIES OF RANGER COLLEGE ARE NONDISCRIMINATORY IN REGARD TO RACE, CREED, COLOR, SEX, DISABILITY, AND NATIONAL ORIGIN**

**XII. RECEIPT OF SYLLABUS**  
**(Required of all students and filed by the instructor)**

**Legibly print** the following information:

**Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

“I have received and understand the information in the syllabus for BUSI 1301 and I agree to abide by the stated policies. “

**Signature of the student:** \_\_\_\_\_