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BUS 103S.01: Principles of Business

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**THE UNIVERSITY OF MONTANA-MISSOULA
COLLEGE OF TECHNOLOGY
BUSINESS TECHNOLOGY DEPARTMENT**

COURSE SYLLABUS

COURSE NUMBER AND TITLE: BUS103S Principles of Business

DATE REVISED: FALL 2004

SEMESTER CREDITS: 3

CONTACT HOURS PER SEMESTER:

Lecture hours per week:3

Lab hours per week:0

Clinical/internship hours per week:0

INSTRUCTOR NAME: Niki Robinson

E-MAIL ADDRESS: Niki.Robinson@mso.umn.edu

PHONE NUMBER: 243-7802

OFFICE LOCATION: Across from AD12

OFFICE HOURS: 9 - 10 a.m. or by appointment

COURSE DESCRIPTION: An introduction to the world of business. Includes the American business systems, capitalism, and the economic environment. Examines the types of business organizations, management, marketing, production, labor, financing, and business/governmental regulations. Focus is on the entrepreneurial business person global competition.

STUDENT PERFORMANCE OUTCOMES:

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

1. Distinguish types of economic systems such as capitalism, socialism and communism.
2. Distinguish types of business ownership systems such as sole proprietor, partnership, and corporation.
3. Understand international business including balance of trade and trade barriers.
4. Apply concepts of social responsibility in relation to business ethics, environmental concerns, and equal opportunity in employment.
5. Demonstrate understanding of entrepreneurship, small business startup, and franchises.
6. Apply concepts of management including motivation, human resources, and union relations.
7. Apply concepts of business financial control including accounting, banking, management, budgets, and investments.

8. Apply marketing concepts including product, pricing, promotion, wholesaling, retailing, and distribution.

STUDENT PERFORMANCE ASSESSMENT METHODS AND GRADING PROCEDURES:

Homework, tests, projects, and in-class assignments will be given point values. Total points earned divided by total points possible will represent the percentage grade.

Grading Scale

A	93 - 100
B	86 - 92
C	79 - 85
D	70 - 78

ATTENDANCE POLICY: It is expected that students attend class. In-class group activities cannot be made up. Assignments must be submitted to the instructor by the stated time and due date. Late assignments will be dropped one letter grade. Make-up tests are not offered unless prior arrangements are made.

REQUIRED TEXT: *Understanding Business*, 7th Edition, Nickels, McHugh & McHugh

SUGGESTED REFERENCE MATERIALS: Wall Street Journal, business related periodicals, Missoulian.

COURSE OUTLINE:

- I. Business Trends
 - A. Opportunities
 - B. Economics
 - C. Global Markets
 - D. Ethics & Social Responsibility
- II Business Ownership
 - A. Forms
 - B. Entrepreneurship
 - C. Small business

TEST I

- III. Managing Human Resources
 - A. Leadership
 - B. Employee empowerment
 - C. Organization
 - D. Using Technology
 - E. Motivation

- F. Self-managed teams
- G. Employee-Management issues

TEST II

- IV. Marketing
 - A. Customer and stakeholder relationships
 - B. Developing and pricing products
 - C. Distributing products
 - D. Promotion

TEST III

- V. Managing Financial Resources
 - A. Accounting
 - B. Financing
 - C. Investments
 - D. Money and institutions
 - E. Budgets

TEST IV