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BUS 103S.01: Principles of Business

Niki L. Robinson

University of Montana - Missoula, Niki.Robinson@umontana.edu

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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: Summer 2005

SEMESTER CREDITS: 3

FACULTY: Niki Robinson

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

PHONE NUMBER: 243-7802

OFFICE LOCATION: Across from AD12

OFFICE HOURS: 10 - 11 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 and global competition.

STUDENT PERFORMANCE OUTCOMES:

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

1. Analyze economic systems including capitalism, socialism, and communism and compare development of economic systems; how businesses operate within those systems; and the impact on business, society, and the individual.
2. Demonstrate understanding of the profound technological and economic changes over the past 100 years particularly in the areas of globalization and international business and the impact on work and social structure.
3. Discuss and create solutions to case studies relative to management, motivation, and leadership theories.
4. Identify the processes used to accomplish organizational goals through planning, organizing, leading, and controlling people and other organizational resources.
5. Differentiate among Theories X, Y, and Z; Taylor's Scientific Management Theory; Hawthorne Theory; Herzberg Theory; and Expectancy, Reinforcement, and Equity Theories to explore the relationships between businesses and their stakeholders.
6. Explore changes in social demographics, demographic trends, and their effects on businesses.

7. Apply concepts of social responsibility in relation to business ethics, environmental concerns, and equal opportunity in employment.
8. Analyze concepts of business financial control including accounting, banking, management, budgets, and investments.
9. Analyze marketing concepts including product, pricing, promotion, wholesaling, retailing, and distribution.
10. Problem-solve and formulate appropriate business responses to a variety of social issues such as multi-cultural/diverse populations, globalization, social responsibility, ethics, and environmental sustainability.
11. Produce projects which require research, data compilation, data interpretation, and evaluation.
12. Integrate into projects the concepts of price-market mechanisms, stock markets, unions, marketing, entrepreneurial ventures, forecasts, trends, and financial institutions as they impact business and society.

STUDENT PERFORMANCE ASSESSMENT METHODS AND GRADING PROCEDURES:

This course emphasizes a holistic understanding of social/business practices as they relate to the needs of an information-age rather than an industrial society. Projects are required throughout the semester. These projects must address the dynamics of technological change, social change, and values. Topics are developed through class discussion and investigation of business/social trends. Each project is presented in a formal report. 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 Financial Resources
 - A. Accounting
 - B. Financing
 - C. Investments
 - D. Money and institutions
 - E. Budgets

TEST II

- 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 III

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

FINAL EXAM