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### BGEN 105S.01C: Introduction to Business

Niki L. Robinson

University of Montana - Missoula, [Niki.Robinson@mso.umt.edu](mailto:Niki.Robinson@mso.umt.edu)

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

**COURSE SYLLABUS**

**COURSE NUMBER AND TITLE: BGEN105S-SP2015-Robinson**  
**Introduction to Business**

**DATE REVISED:** Spring 2015

**SEMESTER CREDITS:** 3

**FACULTY:** Niki Robinson

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

**PHONE NUMBER:** 243-7802

**OFFICE LOCATION:** AD14C

**OFFICE HOURS:** Posted on office door or by appointment

**COURSE DESCRIPTION:** An introduction to the world of business. Includes business systems, capitalism, and other economic environments. 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**

<b>A</b>	<b>90 - 100</b>
<b>B</b>	<b>80 - 89</b>
<b>C</b>	<b>70 - 79</b>
<b>D</b>	<b>60 - 69</b>

**ACADEMIC HONESTY:** All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University.

All students need to be familiar with the Student Conduct Code. The code is available for review online at <http://www.umd.edu/SA/VPSA/index.cfm/page/1321>.

**Accessibility Resources:**

The University will make reasonable accommodations or program modifications as appropriate to remove any barriers that may exist for an individual with a disability.

Students with disabilities have the right to equal opportunities for education and participation in University activities. Students must meet or exceed the essential requirement of the University of Montana with or without modifications. Students initiate the request for modifications and/or services in a timely manner, communicate with faculty regarding modifications and work with their Disability Services Coordinators as needed.

**Contact Information for Disability Services:**

**Phone: (406) 243-2243**

**Email:** [dss@umontana.edu](mailto:dss@umontana.edu)

**Website:** <http://www.umt.edu/accessibility/>

**REQUIRED TEXT:**        *Business in Action (6<sup>th</sup> edition) Bovee & Thill (ISBN 0132828782)*

**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 (chapters 1-6)**

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

**TEST II (chapters 17 – 20)**

- 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 (chapters 7 – 12)**

- IV. Marketing – (chapters 13 – 16)
  - A. Customer and stakeholder relationships
  - B. Developing and pricing products
  - C. Distributing products
  - D. Promotion