



Purpose: It is the intention of this Administrative-Master Syllabus to provide a general description of the course, outline the required elements of the course and to lay the foundation for course assessment for the improvement of student learning, as specified by the faculty of Wharton County Junior College, regardless of who teaches the course, the timeframe by which it is instructed, or the instructional method by which the course is delivered. It is not intended to restrict the manner by which an individual faculty member teaches the course but to be an administrative tool to aid in the improvement of instruction.

Course Title – Business Principles

Course Prefix and Number – BUSI 1301

Department - Business and Office Administration

Division - Technology and Business

Course Type: (check one)

- Academic General Education Course (from ACGM – but not in WCJC Core)
 Academic WCJC Core Course
 WECM course (This course is a Special Topics or Unique Needs Course: Y or N)

Semester Credit Hours # : Lecture hours# : Lab/other hours # 3:3:0

Equated Pay hours for course - 3

Course 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.

Prerequisites/Corequisites - THEA reading requirement met.

List Lab/ Other Hours
Lab Hours 0
Clinical Hours
Practicum Hours
Other (list)

Approvals – the contents of this document have been reviewed and are found to be accurate.

Prepared by Mary Wilson	Signature <i>Mary Wilson</i>	Date 7/09
Department Head Mary Wilson	Signature <i>Mary Wilson</i>	Date 7/09
Division Chair	Signature <i>S Dees</i>	Date 7/27/09
Vice President	Signature <i>Jy Pate</i>	Date 7-28-09



I. Topical Outline – Each offering of this course must include the following topics (be sure to include information regarding lab, practicum, clinical or other non lecture instruction):

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

- ◆ Explain the concepts of business ethics and social responsibility and identify legislation passed to enforce these responsibilities
- ◆ Contrast the three major types of economic systems
- ◆ Distinguish between microeconomics and macroeconomics
- ◆ Define the concepts of international business
- ◆ Identify the major barriers that confront global businesses
- ◆ Identify forms of business organizations, the advantages and disadvantages of each, and how each organization is structured
- ◆ Describe the role of entrepreneurs in the economy
- ◆ Describe the importance of relationships with customers, suppliers, employees, and others in achieving a company’s objectives.
- ◆ Explain the importance of e-commerce.
- ◆ Identify management processes—principles, management level, skills needed at each management level, decision making skills, leadership styles, organization structures
- ◆ Explain the importance of human resource management and describe the responsibilities of human resource managers
- ◆ Explain the concept of motivation in terms of satisfying employee needs
- ◆ Discuss characteristics and various stages of effective teams
- ◆ Discuss the history, structure, formation, and goals of labor unions
- ◆ Describe the importance of production and operations management to a firm, including inventory management
- ◆ Define and identify the marketing functions
- ◆ Demonstrate the ability to utilize the Internet to perform basic research related to business activities

II. Course Learning Outcomes

Course Learning Outcome	Method of Assessment
Describe the role of business in modern society.	Ninety percent of students will correctly answer at least 70% of the questions on a comprehensive, standardized departmental exit exam.

III. Required Text(s), Optional Text(s) and/or Materials to be Supplied by Student.

Boone, Louis, and Kurtz, David. *Contemporary Business*, John Wiley & Sons, Inc., ©2010, 13th edition.
ISBN: 978-0-470-43368-3 (cloth) <http://he-cda.wiley.com/WileyCDA/HigherEdTitle/productCd-047043368X.html>

A student companion website can be found at the address below:
<http://bcs.wiley.com/he-bcs/Books?action=index&itemId=047043368X&bcsId=4620>

A #2 pencil for completing Scantron forms when testing
Five (5) Scantron forms for completing the tests.

IV. Suggested Course Maximum - 35

V. List any specific spatial or physical requirements beyond a typical classroom required to teach the course.

A data projector is needed for the teacher to use when presenting some material throughout the course.

A data projector is needed for the students to use when presenting their oral reports.

VI. Course Requirements/Grading System – Describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course

50% Four Unit Exams

10% Standardized Departmental Comprehensive Final Exam (Ch 1-13)

15% Team survey project: written and oral presentation

10% Internet Research Assignments, daily tests, and class participation

15% One or Two Article Reviews

See attached tentative reading, assignment, and test schedule.

Team Project: Students will be assigned into four or five teams. The teams will design a questionnaire related to the chapters from the textbook, administer the questionnaire to at least one company per student, collate and analyze the answers, create a presentation using PowerPoint, and present it to the class. The teams will cover one of the following ways to organize a business: sole proprietorship, partnership, corporation, franchise.

Rubric: Students are given a team project grade based on the PowerPoint portion of the presentation (25%), oral presentation (25%), and an individual grade based on team participation (50%). The team participation grade is based on an average of grades given from the other team members. The overall team project grade is worth 15% of the final course grade.

Article Review: The article review must include the following three parts:

1. **Synopsis** (This is a summary of the article. Use complete sentences.)
2. **Highlights** (You can use bullets and incomplete sentences. Do not repeat anything from the synopsis.)
3. **Critical evaluation** of the article by the reviewer (What did you think of it? What is *your* opinion? Do you agree or disagree with the author? What is your reaction to the article? How has it changed your ideas about the subject? Has it caused you to think differently? Why?) Use complete sentences; don't just answer the above questions. Add something personal to let me know that you actually read and thought about the article.

The critical evaluation is more important than the other sections.

Attach a copy of the article to the review. The **article** (not the *review*) must be more than one page. Students will turn in two article reviews. The average score for the two articles is worth 15% of the final course grade.

Reading Assignment	
	Chapter 1 Future
	Chapter 2 Ethics and Social Responsibility
	Chapter 3 Economics
	Chapter 4 Global Markets
	Unit Test 1 (Ch 1-4)
	Chapter 5 Forms of Organization
	Chapter 6 Entrepreneurship
	Chapter 7 E-commerce
	Article Review 1 Due
	Unit Test 2 (Ch 5-7)

	Chapter 8 Management
	Chapter 9 Human Resources
	Chapter 10 Teamwork Article Review 2 Due
	Unit Test 3 (Ch 8-10)
	Chapter 11 Production
	Chapter 12 Marketing
	Chapter 13 Distribution Test 4 Ch (11-13)
	Team Project Due —Team Oral & Written Presentations
	Comprehensive Final Exam

VII. Curriculum Checklist

- **Academic General Education Course** (from ACGM – but not in WCJC Core)
No additional documentation needed

- **Academic WCJC Core Course**
Attach the Core Curriculum Checklist, including the following:

- Basic Intellectual Competencies
- Perspectives
- Exemplary Educational Objectives

- **WECM Courses**
Attach the following:

- Program SCANS Matrix
- Course SCANS Competencies Checklist