SYLLABUS

COURSE: BA 11

SUGGESTED TEXT: Business, 8th ed.

AUTHORS: Pride, Hughes, Kapoor (Houghton Mifflin Co)

COLLATERAL READINGS:
- The Wall Street Journal
- The New York Times
- Barron’s
- Business Week
- Fortune
- Forbes
- Inc.

COURSE DESCRIPTION:
This course explores the interrelationships among management, labor, and government in both the domestic and global environments. Emphasis is placed on business objectives, strategies, and operational implementation from a theoretical and empirical perspective.

Contemporary trends are studied in the areas of management, marketing, human resources, and finance – including their legal and ethical implications.

OBJECTIVES OF COURSE:
1. Define various business systems, with their potential risks and rewards.
2. Identify the interactive roles of households, businesses, and governments.
3. Understand the types of ethical concerns and social responsibilities that arise in the business world.
4. Describe the basic differences, advantages, and disadvantages among the three most common forms of business ownership: sole proprietorships, partnerships, and corporations.
5. Describe the nature of a small business and the reasons that some succeed while others fail.
6. Define management in terms of its four basic functions: goal setting and planning, organizing, leading and motivating, and controlling.
7. Identify key management skills and roles in various organizational contexts.
8. Explain the major components of human resource management as well as the challenges of cultural diversity in the workplace.
10. Understand basic elements of collective bargaining and contract administration.
11. Trace the development of major marketing concepts, including the four elements of the marketing mix.
12. Identify the factors that may influence consumer and industrial buying behaviors.
13. Describe the similarities and differences among various financial institutions.
14. Identify the advantages and disadvantages of traditional investment strategies, explaining how the factors of safety, income growth, and liquidity affect investment alternatives.
15. Examine the processes by which securities are bought and sold through brokerage firms and security exchanges.
16. Discuss how Federal, State and local governments have an impact on public- and private-sector organizations.
17. Analyze international trade and its positive and negative impact on U.S. business and society.
18. Identify career opportunities in the context of current employment trends.

METHODS OF TEACHING:
1. Assigned readings on relevant topics selected by the professor.
2. Class discussion of assignments including relevant reading materials.
3. Lectures to elucidate concepts described in the textbook and ancillary reading materials.
4. Student directed oral presentations and debates focusing on related topics.
5. Guest speakers invited to talk about relevant topics.
6. Distribution of articles and critiques identified in leading business journals.
7. Use of audio-visual materials where relevant and available.
8. Review of examinations as a means of comprehensively summarizing the course material.
9. Private student conferences to provide individual guidance relating to either course content or the student’s particular interests and career plans.
10. Interviews with management personnel in organizations of varying size and focus.

METHODS OF EVALUATION:
1. Two examinations during the semester.
2. Final examination based on assigned readings and class discussion.
3. Unit examinations, when appropriate.
4. Analysis of student contributions to class discussion.
5. Analysis of written and oral presentations, as assigned.
6. Analysis of term projects, as assigned.

TOPICS AND ASSIGNMENTS:
Topic 1: Exploring the World of Business (Chapter 1)
Topic 2: Being Ethical and Socially Responsible (Chapter 2)
Topic 3: Exploring Global Business (Chapter 3)
Topic 4: Choosing A Form of Business Ownership (Chapter 5)
Topic 5: Small Business, Entrepreneurship, and Franchises (Chapter 6)
Topic 6: Understanding the Management Process (Chapter 7)
Topic 7: Attracting and Retaining the Best Employees (Chapter 10)
Topic 8: Building customer Relationships Through Effective Marketing (Chapter 13)
Topic 9: Developing Integrated marketing communications (Chapter 16)
Bibliography


Goldstein, Alan, “Most Dot.Coms Doomed to Fail, Cuban Tells Entrepreneurs”, The Dallas Morning News, April 7, 2000, p. 1D.


Wong, Nancy, “The Key Is To Find the Right Partner”, Workforce, April 1999, p. 112.