

CENTRAL OHIO TECHNICAL COLLEGE  
DEPARTMENT OF BUSINESS  
BUSINESS MANAGEMENT TECHNOLOGIES  
AUTUMN QUARTER 2008  
SYLLABUS PART I

<b><u>Course Title:</u></b>	Principles of Business
<b><u>Course Number:</u></b>	2014
<b><u>Credit Information:</u></b>	4 Credit Hours 4 Contact Hours
<b><u>Course Prerequisites:</u></b>	None
<b><u>Instructor:</u></b>	Bonnie Buchanan, MBA –e-mail – <a href="mailto:bbuchana@cotc.edu">bbuchana@cotc.edu</a> Assistant Professor Office - Hopewell Hall Room 238 Phone number: (740)366-9406 or 800-9Newark ext. 406 Office hours posted on faculty web page and office door
<b><u>Textbook:</u></b>	Gitman and McDaniel. <u>The Future of Business</u> . (3rd edition). Thomson Southwestern.
<b><u>ITS Resources:</u></b>	Tech Connect <a href="http://www.newarkcampus.org/Departmental/TechConnectweb/default.htm">http://www.newarkcampus.org/Departmental/TechConnectweb/default.htm</a>
<b><u>Student Services:</u></b>	<a href="http://cotc.edu/studentlife/">http://cotc.edu/studentlife/</a>
<b><u>Library:</u></b>	<a href="http://www.newarkcampus.org/library/">http://www.newarkcampus.org/library/</a>
<b><u>Course Description:</u></b>	This introductory course presents the principles, terminology, and concepts necessary for understanding our business systems. It covers related business formation and ownership decisions, management, and organization, the various functional departments within businesses, and the interaction of business and society. Please see syllabus part II for further details on the specific course goals.
<b><u>General Policy:</u></b>	Any student with a documented disability that may require special accommodation should self-identify to the instructor as early as possible in order to receive effective and timely accommodation.  As part of COTC's campus wide assessment initiatives (quality assurance program), samples of student performance such as test results, projects, papers, etc. may be used. The data gathered will not identify individual students and is not related to the student's grade for the course, but will be used to improve student learning at COTC.

**Communications:**

Course issues can be asked at any appropriate time in the classroom. For individual issues, students should contact the professor directly in person, e-mail or telephone. E-mail and telephone messages will normally be answered within 48 hours.

**Virus Policy:**

All e-mail sent within the website and through COTC is automatically scanned for viruses. Messages that contain attachments found to be carrying viruses are deleted. It is the student's responsibility to ensure that a virus free assignment is delivered on time to the professor.

**Grading System:**

The student's final grade for this course will be determined on the following basis:

Individual Assignments:	200 points
Group Assignments:	150 points
Participation:	40 points
Quizzes/Exams:	300 points
Notebook	100 points
<u>Group Business Plan:</u>	<u>200 points</u>
<b>Total:</b>	<b>990 points</b>

**Grading Scale:**

<u>Total points</u>	<u>Grade</u>	<u>Total points</u>	<u>Grade</u>
990 to 936	A	784 to 758	C
935 to 901	A-	757 to 723	C-
900 to 874	B+	722 to 696	D+
873 to 847	B	695 to 669	D
846 to 812	B-	668 to 634	D-
811 to 785	C+	633 or less	E

**Participation Points:**

Class participation is considered very essential to successful performance in this course. Each assignment will be graded based on the participation of each student with the exercise. Note that participation points are NOT automatically awarded to students simple on the basis of their presence in the class. Students will be expected to read all assigned materials and be prepared to participate in discussions related to course material.

Evidence of active participation by a student is defined broadly as:

- \*Offering relevant comments and questions that are aligned with the topic at hand.
- \*Participation in class discussions.
- \*Evidence of clarity, accuracy, precision, relevance, depth, breadth, logic, significance, and ethics will be assessed.

**Attendance:** Regular attendance will be monitored through your participation in class interactions and your completion of assignments and utilization of resources within the site.

**Assignment Due Dates:** Any late assignments/tests will automatically be penalized 30%. NO assignments or tests will be accepted more than one week late unless there is an emergency situation.

**Assignments:** The individual assignments will consist of Internet, library, research, or critical thinking based on the chapters assigned and read.

The group assignments will require each person to participate in the work assigned. They will consist of Internet, library, research and group thinking exercises. Group exercises may request you to bring information back to the classroom, etc. You are required to complete the assignments as a group. However you can use email and chat rooms to communicate with your group members as long as the form of communication you choose to use is approved by all group members. Your group work will be graded based on the assignment turned in and each group member's contribution as reflected in peer reviews.

All assignments will be graded based on the following: 40% - Relevance + 30% content + 15% grammar + 15% turning the assignment in on time.

**Mirrored Business Plan:**

This plan will be developed in groups that will be set up by the professor. The group members will be notified the third week of the quarter as to which group they belong. The group you are assigned to will be the group the student will participate in through out the quarter on all group exercises and the group project.

- This project will need to be worked on throughout the quarter, it is not stated in the assignments but **is expected**.
- Each group will pick a business of interest. As we progress through each chapter in the book you will research that company as it pertains to those chapters that we are learning. Each member will be responsible for specific parts of the paper this is decided by the team as to who does what.

The paper (maximum 6 pages in length, not including the cover page) is due during Week 11 (Thursday, December 4). You may additionally choose to also summarize your business plan in a Power Point presentation. Your plan is to be turned in during class and a brief presentation of your business plan may be required, time permitting.

**\*\*Your paper must include the following but not be limited to:**

Name, mission and goals of the business  
Ethical policies and social responsibility  
Global Participation  
E-business  
Type of business Ownership  
Service or/and product they provide  
Management, leadership and organizational structure  
Marketing  
Human Resource policies and training and development  
Financial and Investment overview  
**\*\*Overall summary of what each individual student learned and overall what group learned and could apply in their professional endeavors.**

**\*\* Suggestions**

Select a business to research that is of interest to you and one that you want to learn about.  
Make sure there is enough information for you to obtain to complete the plan – using the library, internet, personal & professional contacts, videos, magazines and newspapers.  
Decide who will do what in the beginning.  
Take your time and work with care – ask questions – START NOW!

**Plagiarism:** All of the work of the student will be in their own words and will not be copied from the work of another. If work is copied it will be handled according to College Policy.

**Withdraw Date:** The last day to drop or withdraw and receive a grade of “W” is located in the College Catalog.

**PORTFOLIO REQUIREMENT: THIS CLASS HAS THE PORTFOLIO REQUIREMENT - ALL PROJECTS IN THIS CLASS NEED TO BE KEPT IN YOUR PORTFOLIO AND SAVED TO MEET GRADUATION REQUIREMENT.**

Central Ohio Technical College  
Business, Engineering, Math & Technology  
Business Major  
Syllabus Part II  
Principles of Business

Course Number: 2014

Student Performance Objectives:

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

1.0 Introduction

- 1.01 Describe four major trends in business
- 1.02 Discuss career opportunities available in the service sector.
- 1.03 Define economics
- 1.04 Describe ways in which the performance of an economic system is measured.
- 1.05 List and define the four factors of production.
- 1.06 Compare and contrast socialism, communism, capitalist and mixed economic systems.
- 1.07 Explain gross national product and the role of productivity.
- 1.08 Distinguish between frictional, structural, cyclical and seasonal unemployment.
- 1.09 Distinguish between cost-push and demand pull-inflation.
- 1.10 Distinguish between monetary policy and fiscal policy.
- 1.11 Define business and discuss the role of profit in business activity.
- 1.12 Explain market economy and how it works.
- 1.13 Define the law of demand and the law of supply.
- 1.14 Explain how supply and demand determine price.
- 1.15 Distinguish between a change in demand and a change in quantity demanded.
- 1.16 Distinguish between a change in demand and a change in quantity supplied.
- 1.17 Distinguish between macroeconomics and microeconomics.
- 1.18 Diagram the circular flow of inputs-outputs, money, government spending, savings-investment and foreign trade.
- 1.19 Describe the importance of moral and ethical conduct as trends in business and education.
- 1.20 Identify the reasons that business owners assume risk.
- 1.21 List and explain the reasons why individuals start business firms.

1.22 Describe the foundations of business.

1.23 Understand the aspects of global business.

## 2.0 Business Basics

2.01 Identify the reasons for and give examples of the growth of public ownership in the U.S.

2.02 List and explain the seven parts of a partnership agreement.

2.03 List and explain the relative advantages and disadvantages of the three major forms of ownership of business firms.

2.04 Explain Sub Chapter S Corporations, cooperatives, joint ventures, hostile takeovers and corporate mergers.

2.05 Distinguish between common stock, preferred stock, and corporate bonds.

2.06 Explain the concept of countervailing power.

2.07 Distinguish between real and personal property.

2.08 Explain the agency-principle relationship.

2.09 Relate the span-of-management to the echelons of management.

2.10 List and explain three actions involved in the delegation process.

2.11 Compare the line, line and staff, and committee organization structures and functions.

2.12 Compare formal and informal organizations.

2.13 List and discuss managerial skills and relate these skills to the echelons of management.

2.14 List and define the functions of management.

2.15 Explain management by objectives (MBO).

2.16 Contrast and compare: Theory X- Theory Y vs. The Motivational Hygiene Theory.

2.17 Identify and explain the steps in the decision making process.

## 3.0 Business Decision

### 3.01 Producing Goods and Services.

- a. Explain the nature of production: inputs, processes, outputs.
- b. Distinguish between value analysis and vendor analysis.

### 3.02 Marketing I

- a. Explain the role of the consumer in the marketing process.
- b. List and distinguish between the four kinds of utility of a product.
- c. Compare and contrast shopping, convenience and specialty types of consumer goods.
- d. Contrast the advantages and disadvantages of a narrow to a broad product mix.
- e. Explain the functions that a package performs.
- f. Compare and contrast the advantages to the disadvantages of each of the major modes of transportation.
- g. Identify potential marketing opportunities based on today's technological, demographic and social trends.

### 3.03 Marketing II

- a. Compare the advantages of the various media.
- b. Compare the cost and demand approaches to pricing.
- c. Contrast the strategies of differentiations and market segmentation.
- d. Distinguish between two different approaches to market research.

#### 3.04 Accounting

- a. Distinguish between financial and managerial accounting processes.
- b. Identify the three principle tasks of accounting.
- c. Explain the task of a C.P.A.
- d. Explain the purpose of the two principal financial statements.
- e. List and explain three key ratios.

#### 3.05 Financial Institutions

- a. List and explain the roles of major financial institutions in the U.S.
- b. Explain how the commercial banking system creates money.
- c. Demonstrate how the Federal Reserve System controls the money supply in the U.S.
- d. Compare and contrast promissory notes and drafts.
- e. Compare and contrast listed to unlisted securities, and over-the-counter markets to security exchanges.
- f. Contrast commodity exchanges to security exchanges.
- g. Explain the role of the SEC in the securities market.
- h. Contrast investing to speculating.

#### 3.06 Financial Decisions and Insurance

- a. Identify and explain the principle duties of a financial manager.
- b. Compare the use of two major sources of short-term credit; trade credit and commercial bank loans.
- c. Compare and contrast the advantages and disadvantages of issuing preferred stock to issuing bonds.
- d. Distinguish between pure and speculative risk.
- e. Explain the law of large numbers and the principle of coinsurance.
- f. Compare and contrast voluntary and involuntary bankruptcy.

#### 3.07 Personnel

- a. Explain the meaning of human resource management.
- b. List and explain the tasks of personnel department.
- c. List and explain the major federal laws that outlaw discrimination and affirmative action recruiting.
- d. Differentiate among the three types of interviews used in the selection process.
- e. Compare and contrast job-skill training, management development, and organizational development.
- f. Explain the significance of OSHA to employee safety and health programs.

#### 3.08 Labor Relations

- a. Historically trace the industrial revolution and its effects on workers.
- b. Explain the general nature of labor-management relations prior to 1930.
- c. List and explain major federal labor laws and the major provisions of each.
- d. Explain the NLRB's role in certifying a union.
- e. Explain the relationship of a local union, a national union, and a labor federation.
- f. Distinguish between craft and industrial unions.
- g. List several reasons why workers join unions.
- h. Explain collective bargaining.

#### 3.09 The Computer and other Tools

- a. Explain what makes a system automated.
- b. Explain the complementary relationship between people and computers in doing a job.
- c. Compare and contrast manual, mechanical, and electronic data processing systems.
- d. Explain the function of a language such as COBOL.
- e. Relate the impact of mini computers on business.
- f. Enumerate several ways people react to computers.
- g. List and explain some of the jobs available that are related to computer operation.

- h. Prepare a break even chart.

#### 4.0 Special Types of Business

- 4.01 Define small business
- 4.02 List and explain three ways by which a person might become a small business owner.
- 4.03 List and explain the reasons why small firms can compete effectively with larger companies.
- 4.04 Compare the benefits and burdens of entrepreneurship.
- 4.05 List and explain the steps in starting your own business.
- 4.06 List and explain the benefits of franchising to the two parties involved.
- 4.07 Identify and explain the major types of programs sponsored by the S.B.A. to aid small business.
- 4.08 Compare absolute to comparative advantage.
- 4.09 Differentiate between natural, tariff, and non-tariff barriers to international trade and give examples of each.
- 4.10 List and explain the arguments used to justify tariffs and present counter arguments.
- 4.11 List and give examples of how the U.S. government aids American firms in conducting international business.
- 4.12 Distinguish between a country's balance of trade and balance of payments.
- 4.13 Explain the effects of fluctuating foreign exchange rates on international trade.
- 4.14 Explain why firms import or export products.
- 4.15 List and explain several important environmental factors that affect multinational business.

#### 5.0 Business, Society, and Your Career

- 5.01 Explain how business creates part of the environment of society
- 5.02 Explain how environment influences are interdependent.
- 5.03 Contrast society's effects on business of changes in the U.S.
- 5.04 Explain the ramifications on business of changes in the U.S. birth educational attainment, and sex-makeup of the work force.
- 5.05 Explain the role and impact of demographers on large consume firms.
- 5.06 Explain the effects of the changing family on business planning
- 5.07 List and explain three roles played by government in the environ business.
- 5.08 List and explain the purpose of several federal administrative and regulatory agencies.

5.09 Explain the nature of antitrust activity.

5.10 Differentiate between regressive and progressive taxes.

5.11 Explain recent changes in laws which resulted from actions by the consumer movement since 1965.

5.12 Evaluate the potential for public-private partnerships in solving social ills.