

## Departmental Course Syllabus

**Business Department** \* Academic Instruction Center Suite 325    **Revision:** Fall 2009  
**San Antonio College** \* 1300 San Pedro Avenue \* San Antonio, TX 78212-4299

**Course Number and Title:** BUSI 1301 – Business Principles

**Credit Hours:** 3

**Instructor:** Varies

**Office:** Varies

**Phone Number:** (210) 486-1414    **Fax:** (210) 486-1503

**E-mail:** Varies

**Web Address:** <http://www.alamo.edu/sac/business>

**Office Hours:** To be posted by the individual instructor.

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**I. Catalog Description:**

This course is an introduction to the role of business in modern society. This includes an overview of business operations, analysis of the specialized fields within the business organization, and development of business vocabulary. The course is also offered on the Internet and as a videocourse.

**II. Pre-requisites, co-requisites and other requirements:**

**III. Text and/or Other Requirements:**

*Understanding Business – w/OLC Powerweb Card & CD 8<sup>th</sup> edition Nickels, McGraw-Hill/Irwin Publisher*

**IV. Method of Instruction:**

- A. Lecture – text, notes and outside readings
- B. Internet and Periodical Research
- C. Audio/Visual presentations
- D. Student oral presentations
- E. Group discussions
- F. Possible Guest speakers

**V. Course Content:**

To introduce and provide a basic understanding of the following areas of business:

- Nature of American business
- Different types of economic systems
- Types of business organizations
- Business ethics and social responsibility
- Management functions
- Human resource management
- Motivations and leadership
- Marketing management
- Financial management
- International business

**VI: Learning Outcomes:**

**Learning Outcome 1:** The student will be able to describe the nature of American business.

Performance Objectives/Methods of Measurement for this outcome:

The student will be able to:

1. Identify and describe the different types of economic systems by written examination or quiz, homework, or classroom work.
2. Identify the elements of private enterprise and various degrees of competition in the U.S. economic system by written examination or quiz, homework, or classroom work.
3. Describe the different kinds of business organizations and identify the advantages and disadvantages of each by written examination or quiz, homework, or classroom work.
4. Explain how issues of social responsibility and ethics affect business by written examination or quiz, homework, or classroom work.
5. Define small business and explain its importance in the U.S. economy by written examination or quiz, homework, or classroom work.

**Learning Outcome 2:** The student will be able to identify and describe the functions of management.

Performance Objectives/Methods of Measurement for this outcome:

The student will be able to:

1. Explain the importance of goal setting and strategy formulation by written examination or quiz, homework, or classroom work.
2. Identify types of managers by written examination or quiz, homework, or classroom work.
3. Describe the basic management skill by written examination or quiz, homework, or classroom work.
4. Discuss the elements of organization structure by written examination or quiz, homework, or classroom work.
5. Define and explain the relationship between responsibility, authority, and delegation by written examination or quiz, homework, or classroom work.

**Learning Outcome 3:** The student will be able to define human resource management and explain how managers plan for human resource needs.

Performance Objectives/Methods of Measurement for this outcome:

The student will be able to:

1. Explain the importance of human resource management by written examination or quiz, homework, or classroom work.
2. Identify key issues involved in staffing and maintaining employees in an organization by written examination or quiz, homework, or

- classroom work.
3. Describe some of the key legal issues and legislation involved in managing human resources by written examination or quiz, homework, or classroom work.
  4. Describe some of the strategies used by organization to improve employee motivation and job satisfaction by written examination or quiz, homework, or classroom work.
  5. Discuss different managerial styles of leadership by written examination or quiz, homework, or classroom work.

**Learning Outcome 4:** The student will be able to discuss the elements of marketing.

Performance Objectives/Methods of Measurement for this outcome:

The student will be able to:

1. Explain the purpose of a marketing plan and identify the components of the marketing mix by written examination or quiz, homework, or classroom work.
2. Explain the various ways marketers meet the needs of consumers and industrial users by written examination or quiz, homework, or classroom work.
3. Identify the different channels of distribution by written examination or quiz, homework, or classroom work.
4. Identify the key elements of promotion by written examination or quiz, homework, or classroom work.

**Learning Outcome 5:** The student will be able to explain the concept of financial management.

Performance Objectives/Methods of Measurement for this outcome:

The student will be able to:

1. Explain the role of accountants in business by written examination or quiz, homework, or classroom work.
2. Describe the basic financial statements and what kind of information is presented on each by written examination or quiz, homework, or classroom work.
3. Distinguish between equity financing and debt financing by written examination or quiz, homework, or classroom work.
4. Identify the difference between short-term financing activities and long-term financing activities by written examination or quiz, homework, or classroom work.
5. Discuss the function of the Federal Reserve System and describe the tools it uses to control the supply of money by written examination or quiz, homework, or classroom work.
6. Describe different types of financial institutions by written examination or quiz, homework, or classroom work.

## **SCANS**

### **SCANS COMPETENCIES**

The following SCANS Skills will be taught in this course: acquires and evaluates information (C5), interprets and communicates information (C7), participates as a member of a team (C9), and understands systems (C15). Foundation skills included are: reading (F1), writing (F2), arithmetic (F3), mathematics (F4), listening (F5), speaking (F6), creative thinking (F7), decision making (F8), problem-solving (F9), seeing things in the mind's eye (F10), knowing how to learn (F11), reasoning (F12), responsibility (F13), self-esteem (F14), sociability (F15), self-management (F16), and integrity/honesty (F17).

## **VII: Course requirements and grade computation:**

### **A. College Requirements:**

1. A written comprehensive final examination, not to exceed three hours in length, shall be given at the end of each semester for each course at the regularly scheduled time. Any exceptions to these requirements must be approved by the appropriate dean. Other examinations are given at the discretion of the instructor.

A student who must be absent from a final examination should petition that instructor for permission to post pone the examination. A student absent without permission from a final examination is graded "F". Postponed examination result in a grade of "I". The final exam must be taken within 120 calendar days from the end of the semester or the grade automatically becomes an "F". (San Antonio College Bulletin, Faculty Handbook – January 1995)

### **B. Departmental Requirement:**

**Workload:** Students are responsible for reading and studying each chapter PRIOR TO class lecture and discussion of the chapter. **THIS IS VERY CRITICAL.** Your success in this class is dependent upon your continued commitment to maintaining a daily study time outside the classroom. You must stay current.

C. Instructor Requirements:

**Grading Scale:**

|   |   |          |   |     |
|---|---|----------|---|-----|
| A | = | 90       | - | 100 |
| B | = | 80       | - | 89  |
| C | = | 70       | - | 79  |
| D | = | 60       | - | 69  |
| F | = | Below 60 |   |     |

**VIII:**

**College Policies:**

- A. San Antonio College does not discriminate on the basis of race, religion, color, national origin, sex, age, or disability with respect to access, employment programs or services.
- B. "Students are urged not to bring children to either a class or a lab. Minors under the age of twelve (12) must not be left unattended on campus." College Academic Council – April, 1998
- C. ADA Statement: "As per Section 504 of the Vocational Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, if accommodation is needed contact the Office of DisABILITY Support Services, CAC 124C, Phone: (210) 733-2347"
- D. A Rapid Response Team exists for the purpose of responding to emergencies. If you have a disability that will require assistance in the event of a building evacuation, notify Disability Support Services, Chance Academic Center 124C, Phone: (210) 733-2347.
- E. Academic Dishonesty: Students may be subject to disciplinary proceedings resulting in an academic penalty or disciplinary penalty for academic dishonesty. Academic Dishonesty includes, but is not limited to cheating on a text, plagiarism and collusion. For additional information refer to the "Student Code of Conduct": in the San Antonio College Bulletin.
- F. Students are required to silence all electronic devices (e.g., pagers, cellular phones, etc.) when in classrooms, laboratories and the library. College Academic Council, 01/2000.
- G. San Antonio College Attendance Policy: Regular and punctual attendance is required. A student absent for any reason is responsible for all work missed. Absences are recorded from the first day of class. A student absent the equivalent of two weeks of instruction, may be dropped by the instructor with a grade of "W." Both tardiness and early departure from class are forms of absenteeism. The instructor establishes the policy with regard for each.

H. San Antonio College is a smoke free campus.

I. ACCD DPS Emergency Phone Numbers:

ACCD DPS Emergency Phone (210) 222-0911

ACCD DPS General Phone (210) 208-8099

ACCD DPS Weather Phone (210) 208-8189 – (For information on college closures)

J. Students must also abide by the policies, procedures, and rules set forth in the "Student Code of Conduct" and all other policies set forth in the San Antonio College Bulletin.

[www.accd.edu/sac/sacmain/schedule/SAC\\_Bulletin\\_05-06.pdf](http://www.accd.edu/sac/sacmain/schedule/SAC_Bulletin_05-06.pdf)

## **IX. Miscellaneous Information**

1. Retention Period For Student Work, Exams, etc:

Student papers and exams will be retained for one semester after the completion of the course.

2. Business Department

For degree plans, general syllabi outlines, and other information on your current course and faculty, please visit the Business Department website at: <http://www.alamo.edu/sac/business> or contact us at (210) 733-2700.

3. Business Computer Lab

The Business Computer Lab is a student lab that is open to any Business Department student majoring in any of the departments programs and/or taking any department course. For more information, please contact the BCL at (210) 785-6058 or visit us on the web at <http://www.alamo.edu/sac/business/lab>.