

**Hamilton High School
Business 1 Section 7609**

Fall Session – September 01, 2014 – December 17, 2014

Monday and Wednesday Time 3:15pm – 4:40pm

Office Hours: 3:00pm – 3:15pm, HAMILTON HS

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Foundations of Business – Pride, Hughes and Kapoor

Syllabus

Introduction to Business

Fall Semester 2014

COURSE DESCRIPTION: This course provides the fundamental aspects of all phases of business, including business environment, business ownership, ethics and social responsibility, entrepreneurship alternatives, technology and Information, management/leadership, marketing management, financial management and institutions, securities market investments and challenges facing the global markets.

REQUIRED TEXTBOOK: Foundations of Business by William M. Pride, Robert J. Hughes & Jack R. Kapoor,

OBJECTIVES: The introduction to business course is designed to:

1. Provide a fundamental understanding of private enterprise system in the United States, and the role of business firms in a capital system, as well as, the role in the global markets upon business.
2. Provide a fundamental understanding of how the various forms of businesses are organized. (Corporations, Partnerships, Small Businesses, Entrepreneurship)
3. Provide a fundamental understanding of the ethical issues and social responsibilities businesses face in today's markets.
4. Provide a fundamental understanding of human resources management and product management and the various methods used to for the successful management of employees.
5. Provide an understanding of how the new technology affects the American standard of living.

INSTITUTIONAL STUDENT LEARNING OUTCOMES:

- A. Critical Thinking: Analyze business problems by differentiating sound business practices from unproven opinions, using past business examples and sound reasoning.
- B. Civic Responsibility: Apply the principles of civility to business situations in the context of the work environment, family, community and the global world.
- C. Ethics: Practice and demonstrate standards of personal and professional integrity, honesty and fairness; apply ethical principles in submission of all outside research assignments.

CLASS FORMAT AND INSTRUCTIONAL METHODS: Format includes class lectures, reading assignments, review of assignments in class/lecture, Weekly Homework assignments, Multiple Choice Quizzes, and a Multiple Choice Final Exam.

ASSIGNMENTS: Homework Assignments are given each week on Wednesday. The Homework Assignment will be the “Test Prepper Questions” from each chapter. Homework must be completed and turned the following Monday at the beginning of class. There will be one(1) Midterm, One(1) Group Project and One(1) Final Exam. The class will be divided into five(5) groups and each group will be in charge of presenting a fifteen minute oral lecture to the class. The group will base their presentation on the information taught in class. There will be a cumulative Final Exam given on the last day of class.

Grading Scale:

Assignment	Total Points
Homework (12)	100
Midterm (1)	200
Group Presentation	300
Final Exam (1)	400
Total All	1,000

A	900 or more
B	899 – 800
C	799 – 700
D	699 – 600
F	Below 600

ATTENDANCE: Attendance is essential for success. You should remain in class during the entire session. It is the student's responsibility to drop a class that he or she plan to no longer attend. Failure to withdraw may result in an "F" or "NC" grade.

Course Agenda

1.09/01 Labor Day Holiday

2.09/03 **Chapter 1** Exploring the World of Business and Economics

Learning Goals:

- a. Define: Business
- b. Economic Systems
- c. Economic Performance

3.09/08 **Chapter 1** Exploring the World of Business and Economics

Learning Goals:

- d. Assets, Liabilities, Revenues and Expenses
- e. Economic Performance
- f. Review of previous class

Hmk #1 – Test Preppers from Chapter One

3.09/10 **Chapter 2** Being Ethical and Socially Responsible

Learning Goals:

- a. Business Ethics Defined
- b. Ethical Issues
- c. Consumerism
- d. Concern for the Environment
- e. Review Hmk #1

4.09/15 **Chapter 2** Being Ethical and Socially Responsible

Hmk #2 – Test Preppers from Chapter Two

5.09/17 **Chapter 3** Exploring Global Business

Learning Goals:

- f. International Business
- g. Restrictions to International Business
- h. Methods of entering International Business
- i. Financing International Business
- j. Review HMK#2

6.09/22 **Chapter 3** Exploring Global Business

Hmk #3 – Test Preppers from Chapter Three

7.09/24 **Chapter 4** Choosing a form of Business Ownership

Learning Goals:

- a. Sole Proprietorship
- b. Partnerships
- c. Corporations
- d. Corporate Growth
- e. Review Hmk #3

8.09/29 **Chapter 4** Choosing a form of Business Ownership

Hmk #4 – Test Preppers from Chapter Four

9.10/01 **Chapter 5** Small Business, Entrepreneurship, and Franchises

Learning Goals:

- a. Profile of a Small Business
- b. Entrepreneurs
- c. Pros and Cons of a Small Business
- d. Franchising
- e. Review Hmk #4

10.10/06 **Chapter 5** Small Business, Entrepreneurship, and Franchises

Hmk #5 – Test Preppers from Chapter Five

11.10/08 **Chapter 6** Understanding the Management Process

Learning Goals:

- a. Define Management
- b. Management Functions
- c. Leadership
- d. Managerial Decision Making
- e. Review Hmk#5

12.10/13 **Chapter 6** Understanding the Management Process

Hmk #6 – Test Preppers from Chapter Six

13.10/15 **Chapter 7** Creating a Flexible Organization

Learning Goals:

- a. What is an Organization
- b. Job Design
- c. Departmentalization
- d. Organizational Structure
- e. Review Hmk#6

14.10/20 **Chapter 7** Creating a Flexible Organization

Hmk #7 – Test Preppers from Chapter Seven

15.10/22 **Chapter 8** Producing Quality Goods and Services

Learning Goals:

- a. What is Production
- b. The Conversion Process
- c. How Managers Plan Production
- d. Improving Productivity with Technology
- e. Review Hmk#7

16.10/27 **Chapter 8** Producing Quality Goods and Services

Hmk #8 – Test Preppers from Chapter Eight

17.10/29 Review Hmk#8 – Review for Midterm

18.11/03 **MIDTERM EXAM**

19.11/05 **Chapter 9** Attracting and Retaining the Best Employees

Learning Goals:

- a. Human Resource Management
- b. Managing Cultural Diversity
- c. Training and Development
- d. Performance Appraisal
- e. Review Midterm

20.11/10 **Chapter 9** Attracting and Retaining the Best Employees

Hmk #9 – Test Preppers from Chapter Nine

21.11/12 **Chapter 10** Motivating and Satisfying Employees and Teams

Learning Goals:

- a. What is Motivation?
- b. Contemporary Views on Motivation
- c. Key Motivation Techniques
- d. Review Hmk#9

22.11/17 **Chapter 10** Motivating and Satisfying Employees and Teams

Hmk #10 – Test Preppers from Chapter 10

23.11/19 **Chapter 11** Building Customer Relationships through Effective Marketing

Learning Goals:

- a. The Marketing Concept
- b. Markets and their Classification
- c. Developing Marketing Strategies
- d. Developing a Marketing Plan
- e. Review Hmk #10

24.11/24 **Chapter 11** Building Customer Relationships through Effective Marketing

Hmk #11 – Test Preppers from Chapter 11

25.11/26 **Chapter 12** Creating and Pricing Products that Satisfy Customers

Learning Goals:

- a. The Product Life-Cycle
- b. Product Line and Product Mix
- c. Branding, Packaging, and Labeling
- d. Pricing Strategies
- e. Review Hmk #11

26.12/01 **Chapter 12** Creating and Pricing Products that Satisfy Customers

Hmk #12 – Test Preppers from Chapter 12

27.12/03 **Chapter 13** Distributing and Promoting Products

Learning Goals:

- a. Distribution Channels
- b. Supply-Chain Management
- c. Retailers
- d. Sales Promotion
- e. Review Hmk #12

- 28.12/08 **Chapter 13** Distributing and Promoting Products
- 29.12/10 Group Presentations
- 30.12/15 FINAL EXAM REVIEW
- 31.12/17 **FINAL EXAM**

**IT IS THE STUDENT'S RESPONSIBILITY TO KNOW THE POLICY,
PROCEDURES, AND CALENDAR DEADLINES FOR DROPPING A COURSE
PROPERLY.**

**PROPER PREPARATION PREVENTS POOR PERFORMANCE. WE CAN AND
WILL DO THIS**