

PRINCIPLES OF BUSINESS

Professor Robert Lyon of New York University Stern School of Business

for Special A Academy

July 13 - August 9, 2017

[INSERT COURSE MEETING TIMES, DAYS, LOCATION]

OVERVIEW

Principles of Business will introduce students to the key realms of knowledge necessary to understand and succeed in business. Topics are organized into seven learning modules of 2 or 3 days each (*see details of each module below*):

1. Business & Economics
2. Business & Society
3. Global Business
4. Business Finance
5. Business & Societal Institutions
6. Entrepreneurship
7. Business Management & Strategy

In addition, students will work in small teams throughout the four-week course on a business design project. Each module will enhance different aspects of the student project assignment. At the end of the course teams will present their projects to the entire class.

EVALUATION & DELIVERABLES

Students will be given a grade at the end of the course based on three components:

- A. Quizzes 33%
(short quiz at end of each module)
- B. Participation 33%
(student in-class participation in discussions and exercises)
- C. Final project 33%
(team members will all receive the same grade for their class project)

TEXTBOOK

The course content will be drawn from an eBook available for students: *Exploring Business*, 2014, Karen Collins, eISBN: 978-1-4533-6660-8

ASSIGNMENTS

All learning content will be presented during class sessions via lecture, power point, and videos. We will cover seven chapters from the textbook, as well as extra videos, in-class readings, and special class exercises. While students will be responsible for learning the material, we will not assign any additional outside readings. Students will be given in-class time to work on their course projects within their teams, but are encouraged to also find time to work together outside of class.

COURSE SCHEDULE

INTRODUCTION MODULE (1 day)

- Present overview of course
- Learning process and deliverables
- Introduce and launch team project

MODULE 1: Business & Economics (2 days)

- Terminology & key ideas in micro- and macro-economics
- Interdependencies of businesses and national economies
- Overview of different economic systems; role of state and private sector
- Efficient markets
- Competition, supply & demand, pricing frameworks

MODULE 2: Business & Society (3 days)

- Public goods and market failures
- Externalities & regulation
- Stakeholder theory
- Corporate responsibilities
- Ethical systems and business decision processes
- Sustainability

MODULE 3: Global Business (2 days)

- International trade
- Outsourcing risks & benefits
- Cross-polity stakeholder management
- National specializations
- Cultural ramifications
- Labor issues

MODULE 4: Business Finance (2 days)

- Functions of money and currencies
- Overview of financial Institutions
- Accounting & financial management
- Securities markets
- Debt instruments

MODULE 5: Businesses as Societal Institutions (2 days)

- Forms & structures
- Mergers & acquisitions
- Social-purpose ventures
- Non-profit organizations
- Public-private partnerships

MODULE 6: Entrepreneurship *(2 days)*

- Business models
- Raising funds
- Characteristics of entrepreneurs
- Economic role of small business
- Social entrepreneurships

MODULE 7: Business Management & Strategy *(3 days)*

- Managerial duties
- Planning
- Organizational strategies
- Management by divisions
- Management by function
- Operating for advantage

FINALS WEEK: *(2 days)*

- Project completion workshop
- Presentations