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## Syllabus: PRINCIPLES OF BUSINESS

### 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

Through learning about how businesses work in society, students will gain a deeper understanding of the role businesses play in shaping society: how businesses find purpose and opportunities to solve problems, fulfill needs, and improve lives and communities.

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