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

Special A 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, pecial A 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. Special A

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)

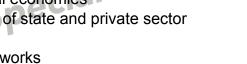
- International trade
- Outsourcing risks & benefits
- Cross-polity stakeholder management
- National specializations
- Cultural ramifications
- Labor issues

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





Special A

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



