

BUSINESS MANAGEMENT & COMMUNICATION - SYLLABUS

COURSE DESCRIPTION

Business Management and Communication will introduce students to the key realms of knowledge necessary to understand and succeed in business. Topics are organized into earning modules of 2 or 3 days each.

TOPICS:

Business & Markets

- Efficient markets
- Competition, supply & demand, pricing frameworks

Marketing Principles:

- Four P's of Marketing: Product, Place, Price, Promotion
- Messaging Strategies

Business Finance

- Functions of money and currencies
- Overview of financial Institutions
- Accounting & financial management

Businesses Forms

- Purpose & history of corporations
- Forms & structures
- Mergers & acquisitions
- Public-private partnerships

Entrepreneurship

- Business models & plans
- Characteristics of entrepreneurs

Business Management & Strategy

- Managerial duties
- Five Forces of competitive position
- Planning
- Organizational strategies
- Management structures
- Management by function
- Operating for advantage

Business Communication Challenges

- SWOT (Strengths, Weaknesses, Opportunities, Threats)
- Mission, Values, Vision, Culture, Identity
- Crisis Response

CLASS FORMAT

Students will work in small teams throughout the four-week course on a business analysis 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 several 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.

TAKEAWAYS:

This course will introduce students to the key realms of knowledge necessary to understand and succeed in business. Through learning about how businesses work in society, students will gain a deeper understanding how businesses find purpose and opportunities to solve problems, fulfill needs, and improve lives and communities. Students will also learn about the tools that businesses use to convey their value to society. Businesses succeed through an extensive array of communication tools: gaining insight into social needs, designing products & services to meet those needs, marketing their products, and an ongoing process of social communication that sustains positive relationships between businesses and their multiple stakeholders.

BENEFIT FOR STUDENTS:

Business has become the top field of study for undergraduate education in the United States. Students who take this course will be able to leverage their superior understanding of business to articulate more sophisticated goals, aspirations, and desire for advanced business studies.

Applying to college is an exercise in personal branding. Students will come away with advanced skills in how to market themselves and present their own personal value.

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