

TENNESSEE CONSORTIUM FOR INTERNATIONAL STUDIES
Course Syllabus

BUSINESS FUNCTIONS

BUS 2010

Summer 2010

Class Hours: 4

Credit Hours: 4

Instructor: Lucinda Alexander

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Catalog Course Description:

Understanding how business works through application and integration of fundamental business functions. Course includes aspects of marketing, finance, logistics, operations, organizational behavior and information management.

How Program Site Will Be Incorporated into the Course:

The course will cover all major areas of business through following the supply chains of the wine and leather. The course will follow the development of products from raw materials to final sales. Students will visit different farm, manufacturing, wholesale, and retail establishments that make up the supply chain. The interactions between the United States and Italy in these industries and markets will be studied.

Corequisites: ECN 2010, ACC 2000

Textbooks(s) and other Reference Material Basic to the Course:

Textbook:

- Crews & Murphy, *Case Grader Access Code*.
- Kelly/McGowen BUSN²: South-Western (Cengage), Publisher

I. CLASS SCHEDULE*

WEEK	UNIT	TOPIC
1	Chapter 1	Orientation to course and resources
	Chapter 3	Global Business
	Chapter 4	Business Ethics
	Chapter 6	Business Formation
	Chapter 7	Small Business & Entrepreneurship
	Chapter 9	Finance: Acquiring and Using Funds
		Exam 1 Chapters 1,3,4,6,7, & 9
	Chapter 10	Finance: Securities Markets
2	Chapter 11	Marketing

	Chapter 12	Product Strategies
	Chapter 13	Distribution & Pricing Strategies
	Chapter 5	Business Communication
	Chapter 14	Promotion Strategies
		Exam 2 Chapters 11,12,13,5, & 14
	Chapter 17	Managing Information & Technology Exam 3 Chapters 5, 11, 12, 13 & 14
3	Chapter 15	Management, Motivation & Leadership &
	Chapter 16	Human Resources Management
	Chapter 18	Operations Management
		Exam 3 Chapters 15, 16 & 18
		Team Presentation – Term Projects.

*Prior to departure for Italy, students will complete the Excel component of the course online. Students will also have researched company in the industry assigned for their team project.

II. COURSE OBJECTIVES:

- A. Demonstrate a complete and thorough understanding of the environment of the basic environment of business. I, II
- B. Demonstrate a complete and thorough understanding of the basic trends in business today. I, II
- C. Demonstrate a complete and thorough understanding of basic management and organization. I, II, VI
- D. Demonstrate a complete and thorough understanding of basic human resources. I, II
- E. Demonstrate a complete and thorough understanding of basic marketing. I, II
- F. Demonstrate a complete and thorough understanding of basic information for business strategy and decision-making. I, II
- G. Demonstrate a complete and thorough understanding of basic finance and investment. I, II
- H. Demonstrate an understanding of similarities and differences in business majors. VI
- I. Understand how products like Excel can be used as a tool to solve business issues. III, V, VI
- J. Learn to locate, analyze and integrate information from public sources to solve business problems. II, III, V.
- K. Demonstrate ability to analyze a company using publicly available resources. III, V.
- L. Demonstrate an understanding of how the global nature of business impacts all business disciplines. II, VI, VII
- M. Demonstrate ability to effectively function as a member of a team. IV

III. INSTRUCTIONAL PROCESSES:

The student will:

1. Practice elements of the work ethic such as professionalism, preparedness, punctuality honesty, cooperation, dependability, contribution, effectiveness, good manners, etc. (social/behavioral science outcome, transitional strategies)
2. Take part in course assignments such as team discussion; team case studies; experiential exercises; oral, written, PowerPoint and/or email presentations; Internet research, etc. that help develop teamwork, leadership and followership skills. (communication outcome, social/behavioral science outcome, active learning strategies, technological literacy outcome.)
3. Students will analyze cases using Excel to formulate successful business strategies. (active learning strategy, transitional strategies, communication outcome.)
4. Discuss generally accepted accounting principles and how economic events are identified, recorded and communicated to internal and external user groups. (communication outcome)
5. Students will participate in a lecture series presented by UTK and PSTCC placement officials, focusing on careers in business and how to find, interview for and create cover letters and resumes for specific jobs. The Job Outlook Handbook will be used as a guide. (transitional strategy, communication outcome)

IV. EXPECTATIONS FOR STUDENT PERFORMANCE:

The student should be able to:

1. Define business and identify potential risks and rewards. A, B
2. Discuss the challenges that American business will encounter in the future. A, B
3. Discuss the factors that led to the consumer movement and list some of its results. A
4. Explain the economic basis for international business. A, B, L
5. Define the methods by which a firm can organize for, and enter, international markets. A, B
6. Define and explain the meaning of e-business. B, E
7. Describe the four basic management functions. C, D
8. Identify the key management skills and the managerial roles. C, D
9. Explain how decentralization follows from delegation. C
10. Describe the four basic forms of organizational structure. C
11. Discuss the components involved in planning the production process. C, F
12. Explain the four major areas of operations control. C
13. Describe the major components of human resources management. D
14. Describe cultural diversity and understand some of the challenges and opportunities associated with it. D, L
15. Outline the major legislation affecting human resources management. D
16. Explain motivation. D
17. Explain several techniques for increasing employee motivation. D
18. Discuss the sources of unions' negotiating power and trends in union membership. D
19. Identify the main focus of several major pieces of labor-management legislation. D
20. Describe the basic elements in the collective bargaining process. D
21. Understand what markets are and how they are classified. E
22. Identify the four elements of the marketing mix and be aware of their importance in developing a marketing strategy. E
23. Understand the major components of a marketing plan. E

24. Discuss the product life cycle and how it leads to new product development. E
25. Define product line and produce mix and distinguish between the two. E
26. Identify the major pricing objectives used by business. E
27. Identify the various channels of distribution that are used for consumer and industrial products. E
28. Understand how supply chain management facilitates partnering among channel members. E, L
29. Explain the most important physical distribution activities. E
30. Understand the role of promotion. E
31. Identify the major steps in developing an advertising campaign. E
32. Describe sales promotion objectives and methods. E
33. Discuss management's information requirements. F
34. Summarize how managers evaluate the financial health of a business. F, G
35. Identify the services provided by financial institutions. G
36. Explain the need for financing and financial management in business. G
37. Distinguish between short-term and long-term debt financing. G
38. Describe how securities are bought and sold. G
39. Use financial information to evaluate investment alternatives. F, G, J
40. Use 2007 Excel online training modules to review how Excel operates and how it can be used to solve business problems (assumption, you already know Excel). I
41. Complete series of Case Grader cases to document ability to utilize Excel for common business activities. J, F
42. Research, analyze, write and present a company analysis using basic report template. A-G, I, J, K, M

V. **EVALUATION:**

A. **Testing Procedures:** 35% of grade

Exams may include objective and essay questions, as well as short cases.

B. **Laboratory Expectations:** 30% of grade

- Each student will complete assigned Excel 2007 training exercises and will take assigned exams to document understanding (15%)
- Each Student will complete assigned Case Grader training exercises (15%)

C. **Field Work:** 10% of grade

Team Analysis of Fortune 500 Firm – paper and oral presentation (10%)

D. **Other Evaluation Methods:** 25% of grade

- Homework will be assigned throughout the semester. (cases assigned as homework, current events articles & other activities assigned by the instructor) (10%)
- Quizzes to assure assignments have been read. (15%)

E. **Grading Scale:**

92 – 100	A
89 – 91	B+
82 – 88	B
79 – 81	C+

72 – 78 C

65 – 71 D

Below 65 F

VI. POLICIES:

A. Attendance Policy:

Attendance is of utmost importance in study abroad courses. There are no excused absences permitted. Multiple unexcused absences are grounds for removal from the program. Being in class on time is also very important. Frequent tardiness will be considered an absence and appropriate action will be taken. Absences due to illness must be reported immediately to the program director.

B. Academic Dishonesty:

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices: Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments. In addition to other possible disciplinary sanctions that may be imposed as a result of academic misconduct, the instructor has the authority to assign either (1) an F or a zero for the assignment or (2) an F for the course.

C. Computer Usage Guidelines:

College-owned or –operated computing resources are provided for use by students of Pellissippi State. All students are responsible for the usage of Pellissippi State's computing resources in an effective, efficient, ethical and lawful manner.

VII. Instructional Hours:

This course will consist of a minimum of 50 full hours of formal instruction.

Business Functions BUS 2010 Itinerary (Subject to Change)

DAY		LOCATION	ACTIVITY	CLASS TOPIC
5/15	SAT		Depart Nashville for Rome	
5/16	SUN	Siena	Arrive Rome and take bus to Siena. Arrive Siena.	
5/17	MON	Siena	First day of class (12:30 - 3:30pm); Afternoon walking tour of Siena.	Ch. 1 Orientation to course and resources; Ch. 3 Global Business
5/18	TUES	Siena	Class. 12:30 - 3:30pm Site visit to Villa Di Geggiano vineyard and winery	Ch. 4 Business Ethics; Ch. 6 Business Formation
5/19	WED	Siena	Visit Siena's market in the morning. Class 12:30 - 3:30pm	Ch. 7 Small Business & Entrepreneurship; Chapter 9 Finance: Acquiring and Using Funds
5/20	THUR	Siena	Class 12:30 - 3:30pm	Exam 1; Chapter 10 Securities Markets
5/21	FRI	Florence	Excursion to Florence: Site visit Pierotucci Leather Factory	
5/22	SAT	Florence	Excursion to Florence: Bus Tour of City	
5/23	SUN	Siena	Free time	
5/24	MON	Siena	Class 12:30 - 3:30	Ch. 11 Marketing; Ch. 12 Product Strategies
5/25	TUES	Siena	Class 12:30 - 3:30 Site visit to Monte Dei Paschi Di Siena (Bank)	Ch. 13 Distribution & Pricing Strategies
5/26	WED	Siena	Class 12:30 - 3:30	Ch. 5 Business Communication; Ch. 14 Promotion Strategies
5/27	THUR	Siena	Class 12:30 - 3:30	Exam 2; Chapter 17 Managing Information & Technology
5/28	FRI	Sorrento /Pompeii	Bus from Siena to Sorrento. Check into hotel.	
5/29	SAT	Sorrento /Pompeii	Tour of Pompeii. Site visit Casa di Sorrento (Furniture Manufacturer)	
5/30	SUN	Sorrento/ Pompeii	Free day in Sorrento	
5/31	MON	Rome	Depart Sorrento Bus Transfer to Rome	
6/1	TUES	Rome	Class 12:30 - 3:30 Hop on Hop Off Bus Tour of Rome	Ch. 15 Management, Motivation, & Leadership; Ch. 16 Human Resource Management
6/2	WED	Rome	Class 12:30 -3:30 Site visit US Embassy in Rome - Department of U.S. Commercial Service	Ch. 18 Operations Management

6/3	THUR	Rome	Class 12:30 - 3:30 Company site visit	Team Presentations- Term Projects
6/4	FRI	Rome	Class 12:30 - 3:30	Final Exam.
6/5	SAT	Rome	Depart Rome for Nashville.	
6/6	SUN	Nashville	Arrive Nashville.	

Prior to departure to Italy, students will complete the Excel component of the course online. Students will also have researched a US company in the industry assigned for their team project.