

INTRODUCTION TO BUSINESS

Mr. Gebers
Business Instructor
Umatilla High School
541-922-6552
gebersk@umatillasd.org

COURSE SYLLABUS

Course Description:

The objective of this class is to introduce to the students the idea of the Business environment and how to organize a business. The students will identify various aspects of the business environment, business ethics, management styles, and ownerships. They will also identify the Organization of a Business, and Business Management as well as the operations of business management. We will discuss Leadership and Decision Making, Marketing, distributing and promotion of products. The students will also identify for Information technology.

TARGET(S): CHAPTER 1 -- THE U.S. BUSINESS ENVIRONMENT

MAIN TARGETS:

-
- U.S. BUSINESS ENVIRONMENT
 - MAIN TARGETS:
 - DEFINING U.S. BUSINESS & MAIN GOALS:
 - IDENTIFY EXTERNAL ENVIRONMENTS OF BUSINESS AND HOW THEY AFFECT BUSINESS: THE FIVE COMPONENTS
 - DESCRIBE DIFFERENT TYPES OF GLOBAL ECONOMIC SYSTEMS: ECONOMIC SYSTEMS AND WHAT ARE THE STRENGTHS AND WEAKNESSES OF EACH
 - DEFINE HOW MARKETS, DEMAND AND SUPPLY AFFECT RESOURCE DISTRIBUTION: SUPPLY AND DEMAND PAPER
 - EXPLAIN THE IMPORTANCE OF THE ECONOMIC ENVIRONMENT TO BUSINESS: MBA PAPER
 - SUMMATIVE ASSESSMENT FOR CH. 1. DUE 9-9-2015

TARGET(S): CHAPTER 2 BUSINESS ETHICS AND RESPONSIBILITY

MAIN TARGETS:

- HOW DO INDIVIDUALS DEVELOP THEIR PERSONAL CODES OF ETHICS?: [PERSONAL ETHICS](#)
- *DUE SEPTEMBER 9TH*
- WHY ARE ETHICS IMPORTANT IN THE WORKPLACE AND WHAT ARE THOSE MAIN ETHICS? [ETHICS IN THE WORKPLACE](#)
- *DUE SEPTEMBER 9TH*
- IDENTIFY AND DESCRIBE FOUR GENERAL APPROACHES TO SOCIAL RESPONSIBILITY: [SOCIAL RESPONSIBILITY](#)
- *DUE SEPTEMBER 11TH*
- DESCRIBE 4 STEPS A BUSINESS MUST TAKE TO IMPLEMENT A SOCIAL RESPONSIBILITY PROGRAM: [THE SOCIAL RESPONSIBILITY PROGRAM](#)
- *DUE SEPTEMBER 14TH*
- PLEASE RATE THESE 12 PRINCIPLES FOR BUSINESS EXECUTIVES IN YOUR OWN ORDER.. AFTER RATING THESE FROM YOU PERCEIVE AS MOST IMPORTANT TO LEAST, DESCRIBE WHY? 150 WORD FOR AN A: [12 ETHICAL ISSUES FOR BUSINESS MANAGERS](#)
- *DUE SEPTEMBER 15TH*
- SUMMATIVE ASSESSMENT SEPTEMBER 16TH CODE OF ETHICS DUE 9-18
- READ NIKE'S INC. CODE OF ETHICS: [NIKE'S CODE OF ETHICS](#)
- LIST 5 POINTS IN THEIR CODE OF ETHICS THAT YOU HAD NOT HEARD OF BEFORE OR FIND INTERESTING. FOR EXAMPLE, THEIR EXPECTATIONS FROM AGENTS, CONSULTANTS, AND PROFESSIONAL SERVICES. OR THEIR CONFLICT OF INTEREST CODE
- CREATE YOUR OWN PERSONAL CODE OF ETHICS [TIPS TO WRITE A CODE OF ETHICS](#)
- WRITE DOWN 10 PERSONAL CODES OF ETHICS YOU BELIEVE IN. LIKE THE RESOURCE SAYS, DO NOT MAKE THEM FANCY. JUST SIMPLE AND STRAIGHT FORWARD.

TARGET(S): CHAPTER 3 ENTREPRENEURSHIP, NEW VENTURES, AND BUSINESS OWNERSHIP

MAIN TARGETS:

- DEFINE SMALL BUSINESS AND NAME POPULAR AREAS OF SMALL BUSINESS:
- DEFINE THE BUSINESS PLAN AND THE STARTUP DECISIONS MADE BY SMALL BUSINESSES? THE BUSINESS PLAN
- EXPLAIN:
- SOLE PROPRIETORSHIPS
- PARTNERSHIPS
- COOPERATIVES
- AND DISCUSS THE ADVANTAGES AND DISADVANTAGES OF EACH:
- DESCRIBE THE DIFFERENT KINDS OF CORPORATIONS, EXPLAIN THEIR ADVANTAGES AND DISADVANTAGES: TYPES OF CORPORATIONS

TARGET(S): CHAPTER 4 THE GLOBAL CONTEXT OF A BUSINESS

MAIN TARGETS:

- DESCRIBE THE MAJOR WORLD MARKETPLACES: GLOBAL MARKET
- EXPLAIN HOW DIFFERENCES IN IMPORT-EXPORT BALANCES, EXCHANGE RATES, AND FOREIGN COMPETITION DETERMINE THE WAYS IN WHICH COUNTRIES AND BUSINESSES RESPOND TO THE INTERNATIONAL ENVIRONMENT:
- FIND AT LEAST 2 DIFFERENT WAYS THESE DIFFERENCES AMONG NATIONS AFFECT INTERNATIONAL BUSINESS:
- SOCIAL DIFFERENCES
- CULTURAL DIFFERENCES

-
- ECONOMIC DIFFERENCES
 - LEGAL DIFFERENCES
 - POLITICAL DIFFERENCES

TARGET(S): CHAPTER 5 BUSINESS MANAGEMENT

MAIN TARGETS:

-
- DESCRIBE THE NATURE OF MANAGEMENT AND IDENTIFY THE FOUR BASIC FUNCTIONS THAT CONSTITUTE THE MANAGEMENT PROCESS: 4 KEY MANAGEMENT FUNCTIONS
 - IDENTIFY DIFFERENT TYPES OF MANAGERS LIKELY TO BE FOUND IN AN ORGANIZATION AND EXPLAIN WHICH ONES ARE MORE YOUR STYLE AND WHICH ONES ARE NOT YOUR STYLE : TYPES OF MANAGERS
 - DESCRIBE THE BASIC SKILLS REQUIRED OF MANAGERS: BASIC MANAGEMENT SKILLS
 - DISCUSS CONTINGENCY PLANNING AND CREATE A PLAN FOR A BUSINESS: CONTINGENCY PLAN CREATIONS

TARGET(S): CHAPTER 6 ORGANIZING THE BUSINESS

MAIN TARGETS:

-
- DISCUSS FACTORS THAT INFLUENCE A FIRM'S ORGANIZATIONAL STRUCTURE: FACTORS
 - EXPLAIN SPECIALIZATION AND DEPARTMENTALIZATION AS TWO OF THE BUILDING BLOCKS OF ORGANIZATIONAL STRUCTURE:
 - DESCRIBE THESE FOUR TOPICS AS THE KEY INGREDIENTS IN ESTABLISHING THE DECISION-MAKING HIERARCHY:
-
- *CENTRALIZATION
 - *DECENTRALIZATION

-
- *DELEGATION
 - *AUTHORITY

-
- EXPLAIN THE DIFFERENCES BETWEEN THESE ORGANIZATIONAL STRUCTURES, AND EXPLAIN WHICH STRUCTURE IS MOST POPULAR AND WHY:

-
- *FUNCTIONAL
 - *DIVISIONAL
 - *MATRIX
 - *INTERNATIONAL

-
- 3 OF THE ORG. STRUCTURES

TARGET(S): CHAPTER 7 OPERATIONS MANAGEMENT AND QUALITY

MAIN TARGETS:

-
- EXPLAIN THE TERMS PRODUCTION AND OPERATIONS:
 - DESCRIBE THE 4 KINDS OF UTILITY THAT OPERATIONS PROCESSES PROVIDE FOR ADDING CUSTOMER VALUE: OPERATIONS PROCESSES
 - EXPLAIN A SUPPLY CHAIN STRATEGY VS. TRADITIONAL STRATEGY FOR COORDINATING OPERATIONS AMONG FIRMS: SUPPLY STRATEGIES
 - DEFINE THE FOUR KINDS OF OPERATION SCHEDULES:

*MASTER PRODUCTION SCHEDULE

*DETAILED SCHEDULE

*STAFF SCHEDULE

*PROJECT SCHEDULE

TARGET(S): CHAPTER 8 EMPLOYEE BEHAVIOR AND MOTIVATION

MAIN TARGETS:

- DESCRIBE WHY THERE SHOULD BE DIFFERENCES AMONG EMPLOYEES FOR A SUCCESSFUL BUSINESS:
- IDENTIFY AND SUMMARIZE THE MOST IMPORTANT MODELS AND CONCEPTS OF EMPLOYEE MOTIVATION: MODELS FOR EMPLOYEE MOTIVATION AND MODEL FOR EMPLOYEES
- IDENTIFY SOME OF THE STRATEGIES AND TECHNIQUES USED BY ORGANIZATIONS TO IMPROVE EMPLOYEE MOTIVATION: MOTIVATION STRATEGIES

TARGET(S): CHAPTER 9 LEADERSHIP AND DECISION MAKING

MAIN TARGETS:

- DEFINE LEADERSHIP AND DISTINGUISH IT FROM MANAGEMENT: LEADERSHIP AND MANAGEMENT
- SUMMARIZE EARLY APPROACHES TO THE STUDY OF LEADERSHIP: STUDY OF LEADERSHIP
- IDENTIFY THE CONCEPT OF SITUATIONAL APPROACHES TO LEADERSHIP: SITUATIONAL APPROACH
- DESCRIBE TRANSFORMATIONAL AND CHARISMATIC PERSPECTIVES ON LEADERSHIP: LEADERSHIP APPROACHES
- IDENTIFY LEADERSHIP SUBSTITUTES AND NEUTRALIZERS: LEADERSHIP SUBSTITUTES
- IDENTIFY LEADERS AS COACHES: LEADERSHIP AS A COACH
- DESCRIBE THESE 3 LEADERSHIP THEORIES; STRATEGIC LEADERSHIP, ETHICAL LEADERSHIP, AND VIRTUAL LEADERSHIP:
- IDENTIFY BOTH RATIONAL AND BEHAVIORAL PERSPECTIVES ON DECISION MAKING AND STATE THE STRENGTHS AND WEAKNESSES OF EACH:

TARGET(S): CHAPTER 10 HUMAN RESOURCE MANAGEMENT AND LABOR RELATIONS

MAIN TARGETS:

- DEFINE LEADERSHIP AND DISTINGUISH IT FROM MANAGEMENT: [LEADERSHIP AND MANAGEMENT](#)

These course objectives align with these courses for Blue Mountain Community College:

- **BA 101 Intro to Business**

[THE COLLEGE COURSE SYLLABI FOR BMCC TECHNOLOGIES CAN BE FOUND HERE:](#)

[BMCC BUSINESS TECHNOLOGIES SYLLABI](#)

Grading:

Students may earn college credit via BMCC for this Course

The Grading Scale will be as follows:

Formative assignments: 30%

Summative assignments: 70%

Grades:	90%	A
	80%	B
	70%	C
	60%	I (Have two weeks to finish and turn in Missing Summative)
	Under	F

Due dates: The summative assessments MAY have due dates. If due dates are used, if the student does not complete assessment in due time, the highest grade allowed will be 85% on the assessment.

College course information:

1. The college course is only for those students who is ready to pass this course with an A or B in both semester.
2. If you are struggling passing this course, do not sign up for college courses.
3. We pay for the college course AS LONG AS YOU PASS. You pay if you fail.
4. All college credit courses are for SPRING SEMESTER, do not worry, I will get the forms to you when the time comes. This course is a Year Long Course and students MUST pass each Semester.