

Business 1 Syllabus

- * Spring 2009
- * Classroom Bus. 119
- * TTh. 11:15-12:35
- * 3 units
- * Office hours-Before and after class
- * Instructor: Robert Cannon
- * Email: cannon_robert@smc.edu



Course Description

This course provides students with an overview of business in an increasingly global society. Students will complete the course with knowledge of the general business environment, economic systems, business ethics, and technology and information systems. In addition, students will learn the fundamentals of economics, business ownership, entrepreneurship, finance, management, and marketing. Key themes woven throughout the course include exploration of career options, and development of business problem-solving skills.

What is this course about?

- * You will learn how business is done in America, by corporations, small businesses, and by individuals
- * You will also learn the basics of managing your money.



How is this class organized?

- * We will go chapter by chapter in the book
- * Each chapter will cover a particular topic relating to American business; i.e. stocks, product promotion, etc.



The Work:

* READING: BUSN 2008-09

* WRITING:

* You will do several kinds of writing in this class:

* 1. Lecture notes: these will be your study guides

* 2. Tests



More Work

- * Weekly quizzes at the end of each chapter. Each quiz will be worth 5 points (16 quizzes @ 5 points each=80 points).
- * One final exam @ 50 points. The final will not be cumulative. You cannot pass the class unless you take the final.
- * Test questions on the quizzes and the final may be multiple choice, short answer, or essay questions
- * Some of the quizzes may be group assignments based on a video shown in class

Still More Work

* Group assignment:

* 1. INVESTMENT CLUB: Select and follow to the end of the semester five common stocks using the following procedures:

* Amount to invest \$10,000.

* Record closing prices at end of each two week period (use local newspaper, Wall Street Journal, the internet, a broker, www.yahoo.com, or any other source for prices).

* Buy and sell orders carry a 2% broker's commission

* Cash receives no interest

* Final closing of your account will be on May 28. Turn in report on June 4.

* Record results according to sample provided. The report will include a written summary of your team meetings indicating stocks discussed, reasons for selection of stocks, and decisions made.

Extra Credit

* MANAGER INTERVIEW

Interview, in person, a top management employee, a department manager or a division manager of a business who supervises employees. Call and make an appointment to see the person. Ask the following ten questions:

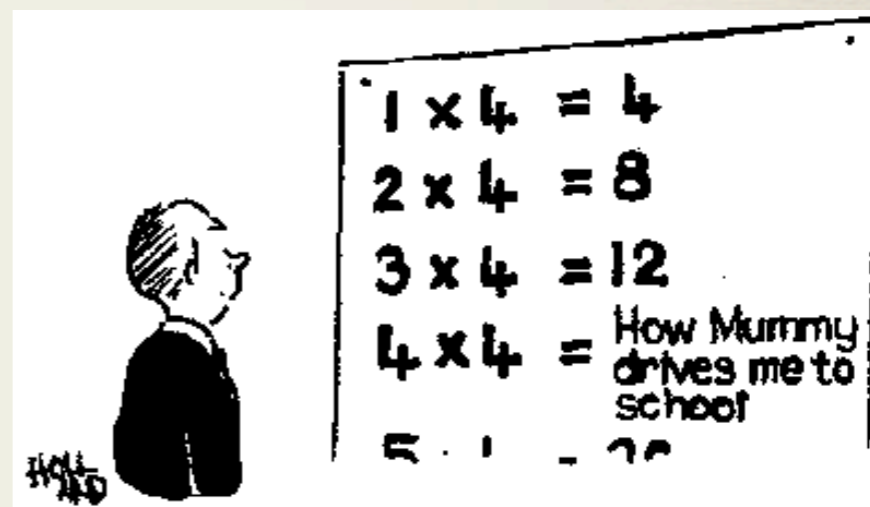
1. What is the mission or major goal of the company?
2. How does your department or division meet the above mission or major goal?
3. What is the organization structure of your department or division? (get an organization chart, if possible)
4. What is your personal management style?
5. Why did you decide upon this area for your career?
6. What special skills do you have to perform your job?

Extra Credit Continued

- * 7. What do you think is the most important skill required of your position?
- * 8-10. Ask three other questions that you decide are important relating to the specific area of expertise of the manager.
- * Prepare a report on your interview indicating the answers to the above ten questions, why you selected this person, what you learned from this interview, and any other information you received.
- * The answer to each question should be at least a paragraph in length (a paragraph is at least three lines of text).
- * Give the manager's name and job title, telephone number, and company name.
- * The report is due May 14.

Arithmetic

- * Weekly quizzes: 16 quizzes@5 points each=80 points
- * Final exam@50 points
- * Investment club@40 points
- * TOTAL possible=170 points
- * Extra credit interview is worth 20 points



Grading System

* A=90-100%

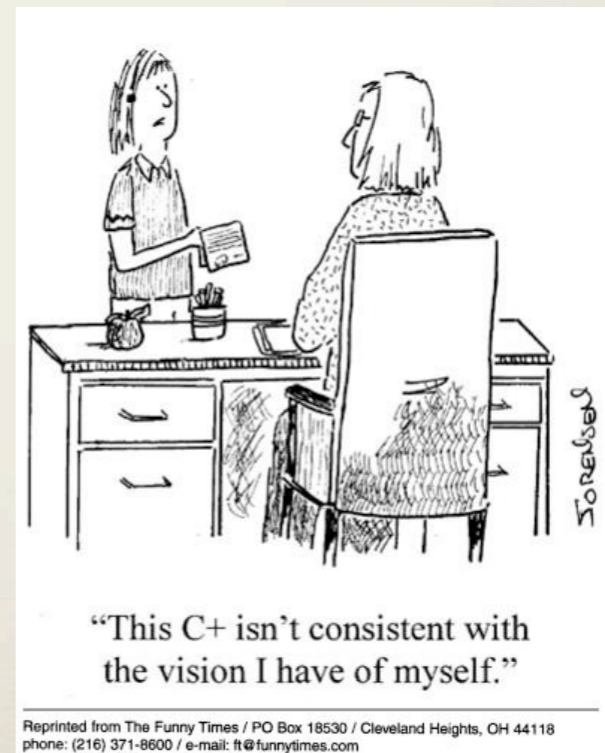
* B=80-89%

* C=70-79%

* D=60-69%

* F=Below 60%

* NOTE: The number of tests, assignments, or the grading system is subject to change



F.A.Q.'s

- * **TESTS:** The quizzes are based on the text, lectures, and any other materials I provide. Slides and videos may be shown in class and exam questions may come from these sources as well.
- * **ATTENDANCE:** Attendance counts! I take attendance into account in figuring your final grade. Any more than two unexcused absences will result in your being dropped from class.
- * **CELL PHONES:** Turn them off before you come to class.
- * **TAPING:** Taping of lectures is not allowed unless you have a disability and have registered with the appropriate school office.

More F.A.Q.'s

- * **How to study and get a good grade:** I use power point slides as an orientation tool to give you a sense where we are in the chapter. I don't expect you to write down everything contained in the slides. They are visual aids only (see sample slide on the next page).
- * Write down the main points of the lecture. They will supplement and highlight the information in the book.
- * Combine your lecture notes with the material in the book, add your common sense and critical thinking ability, and you should have no problem getting a good grade in the class.

Sample power point slide

* How to invest now:

* Stocks

* Bonds

* Other

Sample quiz questions

- * _____ measure the extent to which a firm relies on debt to finance ongoing operations.
- * Liquidity ratios
- * Asset management ratios
- * Leverage ratios
- * Profitability ratios

More F.A.Q.'s

- * Late work-I accept it, but it is graded down one grade for each class period late
- * Reading-I expect you to do the assigned reading before you come to class

A typical day in class

- * Lecture
- * Video and discussion
- * Group assignment
- * Quiz on reading assigned the previous class, or on the video, or both, or something else
- * Some quizzes may be done in your groups



Calendar-Tentative and subject to change

- * Week 1-Chapter 1
- * Week 2-Chapter 2
- * Week 3-Chapter 3
- * Week 4-Chapter 6
- * Week 5-Chapter 7
- * Week 6-Chapter 8
- * Week 7-Chapter 9 and 10
- * Week 8-Chapter 11
- * Week 9-Spring break
- * Week 10-Chapter 12
- * Week 11-Chapter 13
- * Week 12-Chapter 14
- * Week 13-Chapter 15
- * Week 14-Chapter 16
- * Week 15-Chapter 17
- * Week 16-Chapter 18
- * FINAL EXAM-6/16 , 12 pm-3pm

Important Dates

- * 3/1/09-Last day to receive fee refund when dropping
- * 3/8-Last day to drop without a W on your record
- * 3/19-Institutional Flex Day-no classes
- * 4/12-Last day to drop and receive a guaranteed W
- * 4/13-4/19-Spring Break
- * 5/17-Last day to drop and receive a W with a grade check

Miscellaneous

* I look forward to having a fun and instructive semester with you.

