



# Fall 2008 (Course #7516)

## BUSAD-101: Introduction to Business

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BUSAD-101 is a 3-units introductory business course that surveys the functions, characteristics, organization, and problems of business so that, after successfully completing this course, you should be able to explain

- the foundations of business, the basic forms of business organization, and the implications of ethics in business;
- the basic elements of management function in business, including human resources, production and operations management;
- the basic elements of marketing function in business, including the 4Ps (product, promotion, pricing and placement); and
- the basic principles of accounting and financial management, including financial institutions, securities and security markets.

In the process, it should help sharpen your ability to recognize and solve the real life business-related issues by learning in a group format in class through reading and analyzing current day business challenges.

**Textbook: Boone & Kurtz: Contemporary Business 12<sup>th</sup> edition (Thomson/South-Western, 2007)**

**Instructional Methods:** Lectures, discussions and video-presentations

**Evaluation Methods:** Class tests (best 2 of 3) = 60%; Case Study = 20%, Presence and Participation (including the Pop-Quizzes) = 20%

### Schedule for Lectures, Tests and Final Examination (6 – 9<sup>23</sup> PM, CR-137)

|  |                                    | Preview of the course   |                         | Chapters here refer to those in the Boone & Kurtz Textbook |  |
|--|------------------------------------|---|-------------------------|--|--|
| Sept 4, 11, 18 and 25                    | Business in a Global Environment   | 1: The Framework of Contemporary Business;<br>2: Business Ethics and Social Responsibility<br>3: Economic Challenges Facing Global and Domestic Business;<br>4: Competing in Global Markets     | Oct 2:<br>Class-Test 1  |  |  |
|  | Starting and Growing Your Business | 5. Options for Organizing Small and Large Businesses<br>6. Starting Your Own Business: The Entrepreneurship Alternative<br>7. E-Business: Doing Business Online                                 |                         |  |  |
| Oct 2 (8-9.23 PM), 9, 16 and 23          | Management: Empowering People      | 8. Management, Leadership and Internal Organization<br>9. Human Resources Management<br>10. Empowerment, Teamwork and Communication<br>11. Production and Operations Management                 | Oct 30:<br>Class-Test 2 |  |  |
|  | Marketing Management               | 12. Customer-Driven Marketing<br>13. Product and Distribution Strategies<br>14. Promotion and Pricing Strategies  |                         |  |  |
| Oct 30 (8-9.23 PM), Nov 6, 13, 20, Dec 4 | Technology and Information         | 15. Using Technology to Manage Information<br>16. Understanding Accounting and Financial Statements   | Dec 11:<br>Class Test 3 |  |  |
|  | Financial Resources                | 17. Financial Management and Institutions<br>18. Financing and Investing Through Securities Markets   |                         |  |  |
| Case-Study                               | Report and Presentation:           | Written report (due on the presentation day) is a detailed analysis of the case using principles discussed in the book and the class. Presentations will be on Oct 16, 23; Nov 6, 13, 20; Dec 4 |                         |  |  |

### The Class and Grading Policies:

- DEADLINES: Sept 13 for ADD/DROP "WITHOUT W", Nov 22 to DROP with "AUTOMATIC "W" (dropping after this means an automatic 'F') (DROPPING OUT OF THE COURSE, WITH OR WITHOUT A "W", IS THE STUDENT'S RESPONSIBILITY).
- This is a COLLEGE TRANSFER COURSE. Therefore, the class will rely heavily on discussions and analyses of the ongoing developments of entrepreneurial interest. YOUR SUCCESS WILL DEPEND ON THE NOTES YOU TAKE IN THE CLASS, YOUR READINGS BEFORE AND AFTER THE CLASS, AND ON YOUR PARTICIPATION IN DISCUSSIONS.
- **Note that (a) there will be no homework or assignments, (b) an attendance below 70% will invite an F, and (c) any suspicion of "cheating" and/or any other kind of disruptive and/or anti-social behavior will invite negative points and/or the letter grade F for the entire course.**
- For final grading ( $A \geq 90\% > B \geq 80\% > C \geq 70\% > F$ ), best 2 of the 3 Class-Tests will account for 60% of the overall grade, the "Case Study" for 20%, and presence and participation (including any pop-quizzes) in the class for the remaining 20%. Everyone seeks an 'A', of course, and I encourage that. But, to secure it, you need to also have 90% in at least 2 of the 3 Class-Tests.
- **The Class-Tests will be on scantron plus two short notes and/or an essay.**
- Any "Extra Credit" work — an ORIGINAL essay or term paper or research paper, project or report — will be graded on a -5 to +5 scale. Such a grading will be done only in marginal cases and therefore at the time of the Final grading.