

**El Paso Community College**  
**Syllabus**  
**Part II**  
**Official Course Description**

<b>SUBJECT AREA</b>	<u><b>Business Management</b></u>
<b>COURSE RUBRIC AND NUMBER</b>	<u><b>BUSI 1301</b></u>
<b>COURSE TITLE</b>	<u><b>Business Principles (F)</b></u>
<b>COURSE CREDIT HOURS</b>	<u><b>3      3    :   0</b></u> <b>Credits   Lec   Lab</b>

**I.      Catalog Description**

This course provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making processes. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life. **Prerequisite: Placement at college-level English Language Arts Reading by TSIA2 or equivalent; OR completion with a “C” or better or concurrent enrollment in the following: INRW 0311 or INRW 0312 or ESOL 0340. (3:0).**

**II.     Course Objectives**

Upon satisfactory completion of this course, the student will be able to:

- A. Unit I. Business in a Changing World; and the Dynamics of Business and Economics with a Social and Ethical Responsibility in a Borderless Business World.
1. Define the nature of a business and economics of its products, services, profit and non-profit, by identifying the main participants and activities of a business. Comparing the different economic systems and its role of supply, demand and competition in a free-enterprise system.
  2. Define the role of ethics and explain the dimensions of social responsibilities and understand the legal and regulatory concepts of a Business.
  3. Explain the role of international trade environment and its economic, legal, political, social, cultural, and technological barriers to an international business.
  4. Specify the trade agreements, alliance and organizations that may encourage trade across international boundaries, and summarizing the different levels of organizational involvement in international trade and its strategies.
- B. Unit II. Starting and Growing a Business with Options for Organizing Small Business, Entrepreneurship, and Franchising.

1. Define and examine the advantages and disadvantages of the different forms of an organization; sole proprietorship, partnership, corporations, mergers, acquisitions, and leveraged buyouts.
  2. Define the nature of entrepreneurship and the advantages of small business, and the advantages and resources required for a small business ownership.
  3. Describe how to start a small business the resources are needed by evaluating the demographic, technological and economic trends that affect a small business
  4. Explain why many large businesses are acting “small”.
- C. Unit III. Quality Management and Leadership to be Competitive in a Business.
1. Define management and describe the major functions of management and identify the types of managements and skills needed to make a business decision.
  2. Distinguish among the levels of management and the concerns of managers at different levels
  3. Define organizational structure and explain the tasks and responsibilities of a business.
  4. Explain the forms of organizational structure and the role of groups and teams in an organization.
  5. Identify the forms of communication for an organization.
  6. Define the nature of Operations Management and differentiate between operations and manufacturing.
  7. Describe the elements involved in planning and designing an operating system.
  8. Specify the techniques in managing the supply chain and assessing the importance of quality management.
- D. Unit IV. Creating and Managing the Human Resource.
1. Define the nature of human relations.
  2. Define motivation and the theories of employee motivation.
  3. Apply the strategies for motivating employees.
  4. Define Human Resource management and the process of recruiting and selecting new employees.
  5. Discuss issues associated with unionized employees, and collective bargaining and dispute resolution.
  6. Develop and compensate the workforce and understand the importance of diversity in the workplace.
- E. Unit V. Developing Marketing Strategies and Information Technology
1. Define Marketing and develop a marketing mix.
  2. Identify the functions of marketing
  3. Conduct a marketing research
  4. Summarize the environmental forces that influence marketing decision making.
  5. Describe the dimensions of a marketing strategy.
  6. Define digital media
  7. Demonstrate the role of digital networking in a business environment.
- F. Unit VI. The Financial System of a Business.
1. Explain the concepts of accounting.
  2. Analyze and interpret the financial statement of a business.
  3. Define the financial and banking system in a business.
  4. Identify the financial management and method of funding a business.
  5. Identify different types of securities markets in a business.

### **III. THECB Learning Outcomes (ACGM)**

1. Identify major business functions of accounting, finance, information systems, management, and marketing.

2. Describe the relationships of social responsibility, ethics, and law in business.
3. Explain forms of ownership, including their advantages and disadvantages.
4. Identify and explain the domestic and international considerations for today's business environment: social, economic, legal, ethical, technological, competitive, and international.
5. Identify and explain the role and effect of government on business.
6. Describe the importance and effects of ethical practices in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses.
7. Describe basic financial statements and show how they reflect the activity and financial condition of a business.
8. Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.
9. Explain integrity, ethics, and social responsibility as they relate to leadership and management.
10. Explain the nature and functions of management.
11. Identify strengths, weaknesses, opportunities, and threats of information technology for businesses.

#### **IV. Evaluation**

##### **Grading Scale:**

A = 90% - 100%	I = Incomplete
B = 80% - 89%	W = Withdrew or withdrawn
C = 70% - 79%	
D = 60% - 69%	
F = below 60%	

#### **V. Disability Statement (Americans with Disabilities Act [ADA])**

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024).

#### **VI. 6 Drop Rule**

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.

#### **VII. Title IX and Sex Discrimination**

Title 9 (20 U.S.C. 1681 & 34 C.F.R. Part 106) states the following "No person in the United States shall, on the basis of sex, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any educational program or activity receiving Federal financial assistance." The Violence Against Women Act (VAWA) prohibits stalking, date violence, sexual violence, and domestic violence for all students, employees and visitors (male and female). If you have any concerns related to discrimination, harassment, or assault (of any type) you can contact the Assistant to the Vice President for Student and Enrollment Services at 915-831-2655. Employees can call the Manager of Employee Relations at 915-831-6458. Reports of sexual assault/violence may also be reported to EPCC Police at 915-831-2200.

