

MIDDLESEX COUNTY COLLEGE
Edison Campus
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COURSE SYLLABUS – SPRING 2014

Course: Business Org. & Management
Course Dates: Jan. 22–May 7, 2014

Course Number: BUS 101-02
Session: Mondays & Wednesdays,
9:30-10:50 am, ED 120
Credit Hours: 3

Class Hours: 3

Instructor: Lakshmi Nagarajan-Iyer

Office: Edison Hall, Room 133

Office Hours: Tuesdays, Wednesdays & Thursdays, 11 am - 12 pm
Mondays & Tuesdays, 2 - 3 pm, by appointment only

Pre-Requisite: None

For Inclement Weather: visit www.middlesexcc.edu or listen to the radio or call 732-906-2555

Required Textbook:

Business, (w/CengageNOW Access Card), 12th ed., 2014, Pride, South-Western Cengage Learning. ISBN: 9781285585871.

CengageNOW Access Card, 12th ed., 2014, Pride, South-Western Cengage Learning. ISBN: 9781285059358 (optional).

Supplementary Materials: Wall Street Journal or Business Week and Library references as appropriate

MCC's Mission Statement:

The mission of Middlesex County College is to provide access to an affordable, quality education for diverse students and to promote lifelong learning opportunities to strengthen the economic, social and cultural life of the community.

ABLS Mission Statement:

The mission of the Accounting, Business and Legal Studies Department of Middlesex County College is to provide an education of enduring value and to foster learning to students seeking knowledge for a business purpose or to prepare for advanced degrees.

**Teaching
Statement:**

Welcome to BUS 101. I am very excited about the opportunity to work with you this semester. I believe that you will find the course requirements both academically and personally challenging. It is my belief that the knowledge of the business world you gain through class discussions, activities and assignments, will help you to be future business leaders. To assist you in meeting with your goals, expectations and success, I am available via e-mail (preferable) and phone. Library, study groups and peer tutoring are also great resources that are available to you on campus.

Course Overview:

Introduce planning, supervision, control and performance of activities involved in the production of goods and services. The problems of human relation and labor management and the functions of human resources, marketing, purchasing, production and finance are explored from the standpoint of effectively carrying on business that relates positively to the society of which it is a part.

Course Outcomes:

Upon successful completion of course, you will be able to:

- Identify the three basic forms of business organization.
- Identify what entrepreneurship is and what qualities characterize the successful entrepreneur.
- Explain the advantages and disadvantages of small businesses in the marketplace.
- Identify the pros and cons of franchise operation and how franchises work.
- Explain the scope of business ethics, and how business codes help promote them.
- Explain the functions of management.
- Explain various aspects of directing – motivating people and leading them.
- Identify the basic components of the marketing mix.
- Identify the life cycle of a product.

- Define the five basic categories of promotion – advertising, personal selling, sales promotion, publicity and public relations.
- Identify the major types of financial institutions.
- Identify the advantages and disadvantages of stocks and bonds.
- Identify the differences between common and preferred stocks.
- Explain the basic workings of the Federal Reserve System.

Course Outline: See page 5

Group Project

And Presentation: 2-3 students will form a group and a company. You will work on this project over the course of the semester. Write a 10-12 page report summarizing the business plan that you have developed as part of your company's business strategies. The group will make a 20-30 minute presentation in class. Please refer to the Sample Business Plan posted on Campus Cruiser.

12 points are for the written report, 3 points for formatting, grammar, creativity and neatness, and 5 points are for presentation.

Your grade on this project will be based on peer evaluations and my observations.

Quizzes

and Exams:

There are 11 quizzes. The quiz with the lowest score will be dropped. There are 2 exams – Midterm and Final. Final Exam is cumulative. Make-ups for quizzes and exams are at the discretion of the instructor.

Formatting:

All work handed into the class is to be typed or word-processed. Use 12 size font, preferably Ariel, 1-inch margin, and double space. All paper must have your name, course name and section number.

Middlesex County College
 BUS 101 – 02
 Spring 2014

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| Grading Criteria: | Class Participation | 10% |
| | Group Project and Presentation (1) | 20% |
| | Quizzes (10) | 20% |
| | Midterm Exam | 25% |
| | Final Exam | 25% |
| | Total | 100% |

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|-----------------------|------------|
| Grading Scale: | A = 95-100 |
| | A- = 90-94 |
| | B+ = 85-89 |
| | B = 80-84 |
| | B- = 78-79 |
| | C+ = 75-77 |
| | C = 70-74 |
| D = 60-69 | |
| F = 0-59 | |

General Student Expectations:

Attendance – Students are expected to attend all classes and be prepared to contribute to class discussions.

Class Participation - Small group discussions and presenting the findings of the group are part of the class participation grade. Class participation is 10% of your grade.

Assignments - All assignments must be submitted on or before due date. Any work not handed in will be averaged into your grade as Zero (0). Late work will be appropriately downgraded.

Make up – Make-ups for Tests and Presentations are at the discretion of the instructor. Any test not taken will be averaged into your grade as Zero (0).

Cheating – Any student found cheating on an exam or assignment will receive a ZERO (0) for that exam or assignment. Students should become familiar with the “Code of Student Conduct” in the College Catalog.

If you fail to take the Final Exam, your final grade will be an “F”.

Middlesex County College
BUS 101 – 02
Spring 2014

| Week | Date | Chapters | Topics |
|------|----------------------------------|--|--|
| 1 | 1/22/14 | | Introductions |
| 2 | 1/27/14 1/29/14 | 1 2 Quiz 1 | Exploring the World of Business and Economics Being Ethical and Socially Responsible Quiz 1 on chapters 1 & 2 on Campus Cruiser |
| 3 | 2/3/14 2/5/14 | 3 4 Quiz 2 | Exploring Global Business Choosing a Form of Business Ownership Quiz 2 on chapter 3 on Campus Cruiser |
| 4 | 2/10/14 2/12/14 | 5 6 Quiz 3 | Small Business , Entrepreneurship, and Franchises Understanding the Management Process Quiz 3 on chapters 4 & 5 |
| 5 | 2/17/14 2/19/14 | NO CLASSES 7 Quiz 4 | President's Day – No Classes Creating a Flexible Organization Quiz 4 on chapters 6 & 7 |
| 6 | 2/24/14 2/26/14 | Midterm Exam Midterm Exam | Midterm Exam, Part I on Campus Cruiser on chs. 1-7 In-class Midterm Exam on chs. 1-7 |
| 7 | 3/3/14 3/5/14 | 9 10 Quiz 5 | Attracting and Retaining the Best Employees Motivating and Satisfying Employees and Teams Quiz 5 on chapters 9 & 10 on Campus Cruiser |
| 8 | 3/10/14 3/13/14 | NO CLASSES NO CLASSES | SPRING BREAK – NO CLASSES SPRING BREAK – NO CLASSES |
| 9 | 3/17/14 3/19/14 | 12 13 Quiz 6 | Building Customer Relations through Effective Marketing Creating and Pricing Products that Satisfy Customers Quiz 6 on chapter 12 on Campus Cruiser |
| 10 | 3/24/14 3/26/14 | Group Project 14 Quiz 7 | Group Project Wholesaling, Retailing, and Physical Distribution Quiz 7 on chapter 13 on Campus Cruiser |
| 11 | 3/31/14 4/2/14 | 15 Group Project Quiz 8 | Developing Integrated Marketing Communications Group Project Quiz 8 on chapters 14 & 15 on Campus Cruiser |
| 12 | 4/7/14 4/9/14 | 17 18 Quiz 9 | Using Accounting Information Understanding Money, Banking and Credit Quiz 9 on chapter 17 on Campus Cruiser |
| 13 | 4/14/14 4/16/14 | 18 contd. 19 Quiz 10 | Understanding Money, Banking and Credit Mastering Financial Management Quiz 10 on chapter 18 on Campus Cruiser |
| 14 | 4/21/14 4/23/14 | 20 Group Project Quiz 11 | Understanding Personal Finances and Investments Group Project Quiz 11 on chapter 20 on Campus Cruiser |
| 15 | 4/28/14 4/30/14 | Presentation Presentation | Group Project and Presentation due Group Project and Presentation due |
| 16 | 5/5/14 5/7/14 | Review FINAL EXAM | Review for Final Exam Cumulative Final Exam |

* Schedule is subject to adjustment.