



Date		Credits	3 Credits
Course Title	Business Management	Course Number	MA 30120
Pre-requisite (s)	None	Co-requisite (s)	None
Hours	45 Hours		

Place and Time of Class Meeting

**San Ignacio University
3905 NW 107 Avenue, Suite 301
Miami, FL 33178**

8:00 A.M. – 12:30 P.M.

Name and Contact Information of Instructor

Book required

(The Institution recognizes the use of the textbook in the classroom as part of the educational methodology and strategy applied in diverse materials. The textbook is part of the curriculum and is used to reach the student in an effective manner in the classroom. Every student is expected to acquire and use the textbook.)

Business Management, 13/E
James L. Burrow, Brad Kleindl
©2013 |South-Western, Cengage Learning | Published: n/a
ISBN-10: 1111571724| ISBN-13: 9781111571726

Classroom expectations for students

Attendance Policy

Students are expected to attend all scheduled classes for the courses that they are registered for and to achieve the goals set forth by each class instructor. Attendance is taken daily at the beginning of the class by the professor in charge.

Students enrolled in **Business, Marketing, International Business, Education and Hospitality Management programs** are permitted no more than 2 “free” absences in one semester (13% of the total contact hours). Students missing 3-5 classes over the course of the semester will receive a one-letter grade deduction from their San Ignacio University final course grade; missing 6 classes will result in failure of the course regardless of grade average, and an automatic drop from the course. It is the student's responsibility to arrange to



make up work missed because of an absence. All homework and assignments must be delivered on the assigned day regardless of the absence.

International Students:

SEVIS indicates that a reason for an F-1 Student Record Termination is “Student’s attendance fell below 80%”.

Student Tardiness Policy

A student who comes to class 15 minutes after the period’s scheduled start-time will be considered Tardy for that day. Three times Tardy will be considered as one full absence. If a student misses’ half of the class period at the beginning or at the end of class it is considered a full absence. It is at the instructor’s discretion whether or not the student will be allowed to enter class and participate in activities. The grade for the day, however, will still remain a zero and an absence will be counted.

Instructors will contact the Student Services Coordinator to give an Attendance Warning for those students who have more than 2 absences.

Course Description

This course provides the students a better understanding of small business operation, financing, the feasibility study, marketing, and management of business phases all with an entrepreneurial perspective. Topics that will be cover in this course are: the environment of business management, Business organization and management, financial management, Production and marketing management, and Human resources management.

Learning Objectives

At the end of this course the student will be able to:

- To explain the role and work of mangers in managing
- To describe the process of management, supervision, and decision making
- To evaluate the manager as leader and discuss the importance of leadership
- To identify the planning and organizing functions and tools in developing effective organizations
- To discuss implementing and controlling and discuss the characteristics of business
- To explain social and ethical environment of business and describe the economic environment of business
- To evaluate the international environment of business and describe theories of international trade investments
- To describe and evaluate managing the form of business ownership



- To discuss the legal aspects of business and describe technology and information management
- To identify organizational communications and data analysis and decision making
- To explain business financial records and how to finance a business
- To describe the financial service, credit and insurance in a business
- To explain the managing production and operations and discuss nature and scope of marketing
- To evaluate product development and distributions and describe pricing and promotion
- To describe managing human resources and discuss rewarding and developing employees

Topical Outline and Schedule

Describe the course.

- Define management and the functions all managers complete
- Differentiate the work of several levels of management
- Describe the historical changes in management that led to the beginning of management science
- Describe four different philosophies that have been used to manage organizations
- Describe ways that the workforce and work are changing
- Discuss important factors that influences the management strategy of an organization
- Identify three important roles successful managers play in organizations
- Explain how managers use resources to accomplish the work of an organization
- List and explain accepted management principles
- Identify the responsibilities of supervisors
- Describe the day-to-day management activities of supervisors
- Discuss ways that business can improve the skills of supervisors
- Explain how management information systems and business research
- Identify the four steps in the problem-solving process and how the process supports decision making

Syllabus

Discuss Library Orientation Course, Instructor to verify completion

- Describe the changing nature of management
- Discuss and describe the managers and nonmanagement employees



<ul style="list-style-type: none">• Define the industrial revolution and describe the theories of management• Describe the best ways to manage an organization and define the four theories• Discuss and describe the role of a successful manager• Describe and list the principles successful managers use to be most effective• Define and list the duties of a first-level manager• Evaluate and describe a company's management information's systems• List the characteristics of effective problem solving for managers
<ul style="list-style-type: none">• Discussion of Syllabus• Check points• Group discussion
<p>Review the Syllabus Complete the Library Orientation Course. Instructor to verify completion.</p> <p>Homework: Chapter 1-2 pp. 5-46 Review Business Management Terms p. 22 1-10, p. 47 1-10 Review Business Management Concepts p. 23 11-17, p. 48 11-16 Apply What You Know p. 24 18-22, p. 48 17-24 Make Academic Connections p. 24 23-26, p. 49 25-27 Case in Point p. 25 1-4, p. 50 1-4, p. 51 1-5 Project My Own Business p. 27, p. 52</p>
<ul style="list-style-type: none">• Recognize the importance of leadership and human relations• Identify important leadership characteristics and types of power• Discuss why business value leadership skills of managers and employees• Differentiate among three leadership styles• Understand the manager's role in recognizing and dealing with employees' personal issues• Recognize the importance of planning to business success• Identify the characteristics of effective goals• Discuss how the characteristics of good organization contribute to a more effective work environment• Make recommendations for improving business organization
<p>Discuss Final Class Project & Presentation, List of Topics</p>

- Describe four types of power available to leaders
- Identify and define five important human relations skills
- Describe three views of employees that affect the type and amount of management supervision
- Describe the importance of establishing and enforcing work rules
- Differentiate between strategic and operational planning
- Describe several business planning tools and how they are used
- Describe the factors that managers should consider when organizing work
- Describe the strengths and weaknesses of four types of organizational structures

Participate in a forum.

- Instructor led group discussion
- Carry out a micro-class
- Focus on...Innovation

Homework: Chapter 3-4 pp. 53-105

Review Business Management Terms p. 74 1-16, p. 106 1-13

Review Business Management Concepts p. 75 17-22, p. 107 14-18

Apply What You Know p. 76 23-28, p. 107 19-25

Make Academic Connections p. 76 29-31, p. 108 26-30

Case in Point p. 77 1-4, p. 78 1-4, p. 109 1-4, p. 110 1-3

Project My Own Business p. 79, p. 111

- Recognize problems that can occur when plans are implemented
- Describe the main points of three theories of motivation
- Identify and describe four types of standards
- Discuss several important areas of cost control in businesses
- Explain the nature of business activities
- Discuss ways in which businesses can improve their business practices
- Identify the impact global competition has had on U.S businesses
- Describe the benefits of business ownership to the nation and individuals

Discussion of student topic selection, library research, tentative bibliography

- Identify important implementing activities performed by managers
- Identify the steps managers should follow when implementing change
- List the three basic steps in the controlling functions
- Describe three corrective-actions managers can take as part of controlling performance
- Describe the general types of businesses



<ul style="list-style-type: none">• Describe how innovations affect business• Identify two ways a nation measures its economic growth and prosperity
<ul style="list-style-type: none">• Analysis of reading• Assessments• Participate in a forum
<p>Investigate concepts and kinds of objectives. Library Research. Develop Tentative Bibliography</p> <p>Due: Project Topic Due: Tentative Bibliography</p> <p>QUIZ I</p> <p>Homework: Chapter 5-6 pp. 113-160 Review Business Management Terms p. 135 1-10, p. 162 1-14 Review Business Management Concepts p. 136 11-16, p. 163 15-22 Apply What You Know p. 136 17-22, p. 164 23-27 Make Academic Connections p. 137 23-25, p. 164 28-32 Case in Point p. 138 1-3, p. 139 1-4, p.165 1-4, p. 166 1-3 Project My Own Business p. 140, p.167 Case Study p. 142 1-4 Prepared Speech Event p. 143 1-3</p>
<ul style="list-style-type: none">• Describe the changing nature of the U.S. worker characteristics• Discuss and describe the dilemma posed by the need for business to grow and the need to protect the natural environment• Suggest ways in which businesses can be socially responsible• Describe economic concepts that apply to satisfying economic wants• Discuss three economic systems and three political-economy systems• Describe why private property is important to capitalism• Explain how economic growth can be promoted and measured
<ul style="list-style-type: none">• Explain the issues that businesses face with the U.S. labor force• Discuss how the values of Americans have changed• Explain how businesses have adapted to changing values• Describe how ethics relates to business practice • Describe economic concepts that apply to satisfying economic wants• Explain why a business considers the political-economy system of a



<p>country</p> <ul style="list-style-type: none">• Describe how prices are set in a capitalistic system• List basic economic problems that exist and state what government can do to correct the problems
<ul style="list-style-type: none">• Focus On...Ethics• Carry out a micro-class• Group discussion
<p>Continue research and work on final project Workshop in Class Homework: Homework: Chapter 7-8 pp. 168-214 Review Business Management Terms p. 186 1-12, p. 215 1-12 Review Business Management Concepts p. 187 13-20, p. 216 13-20 Apply What You Know p. 188 21-25, p. 217 21-25 Make Academic Connections p. 188 26-30, p. 217 26-30 Case in Point p. 189 1-4, p. 190 1-4, p. 218 1-4, p. 219 1-4 Project My Own Business p. 191, p. 220</p>
<ul style="list-style-type: none">• Describe the nature, growth, and importance of international trade and investment• Distinguish between the different forms through which international business is conducted• Consider career opportunities in international business and understand the factors related to being sent abroad on assignment• Explain the management issues of proprietorships• Discuss the impact of partnerships on managing a business• Explain the basic structure of a corporation and describe how a corporation is formed and organized• Describe specialized forms of corporations formed for tax or nonprofit reasons
<ul style="list-style-type: none">• Explain the reasons for the growth of international business• Describe the policies, rules, and laws that governments use to affect international trade and investment• Explain two theories of international trade• Discuss the concepts of balance of payments and current accounts• Evaluate the role of planning in managing your own business• Describe the characteristics of successful entrepreneurs• Explain the management issues of partnerships• Explain the management issues of corporations• Describe organizations that are specialized alliances between companies or individuals



- A review of literature
- Check of the reading
- Group discussions

Continue research and work on final project

Chapter 9-10 pp. 221-

Review Business Management Terms p. 241 1-12, p. 275 1-22

Review Business Management Concepts p. 242 13-19, p. 276 23-30

Apply What You Know p. 243 20-24, p. 277 31-38

Make Academic Connections p. 243 25-26, p. 277 39-42

Case in Point p. 244 1-5, p. 245 1-7, p.278 1-6, p. 279 1-6

Project My Own Business p. 246, p. 280

Case Study p. 248

Emerging Business Issues Team Event p. 249 1-3

- Explain how federal laws help regulate monopolies
- Discuss how patent, copyright, and trademark protection benefits business
- Describe the nature of taxes and fairness of progressive, proportional, and regressive taxes
- Describe the role of information in a modern business
- Discuss the advantages and disadvantages of internet-based communications
- Describe the information systems that managers use to aid in their decision making
- Discuss types of problems that employees face in today's high-technology organizations

- Explain how federal laws help promote fair competition
- Describe the ways in which government regulations protect consumers
- Describe three methods used by state and local governments to regulate business
- Identify and explain the most common types of taxes that affect business
- Describe how the internet provides information to users
- Describe the basic technology infrastructure used by businesses
- Describe how information systems can improve business operations
- Describe the planning process for developing an online business
- Describe technology's impact on strategy

- Participate in a forum
- Instructor led group discussion

<ul style="list-style-type: none"> • Analysis of reading
<p>Chapter 11-12 pp. 281-324</p> <p>Review Business Management Terms p. 300 1-12, p. 325 1-12</p> <p>Review Business Management Concepts p. 301 13-19, p. 326 13-19</p> <p>Apply What You Know p. 302 20-24, p. 327 21-24</p> <p>Make Academic Connections p. 302 25-27, p. 327 25-28</p> <p>Case in Point p. 303 1-6, p. 328 1-4</p> <p>Project My Own Business p. 304, 329</p>
<ul style="list-style-type: none"> • Describe the communication process and barriers to effective communication • Describe how to manage teams effectively • Describe different ways to resolve communication conflicts • Identify ways to improve communication in organizations • Describe ways the mathematics is used by managers to improve decision making • Recognize common units of U.S. and metric measurement • Explain why statistics is important to managers and identify two types of statistics • Discuss how data should be used in effective decision making
<ul style="list-style-type: none"> • Describe the various communication channels • Explain how organizational culture influences formal and informal communication networks • Describe the problems that can occur with cross-cultural communications • Identify several common and specialized mathematical applications used by business managers • Demonstrate understanding of basic mathematical operations • Recognize important types of statistical information • Describe how to identify and communicate the results of data analysis
<ul style="list-style-type: none"> • Group discussion • Focus On...Communication • Net Bookmark
<p>Continue research and work on final project</p> <p>QUIZ II</p> <p>Homework: Chapter 13-14 pp. 330-380</p> <p>Review Business Management Terms p. 352 1-12, p. 381 1-18</p> <p>Review Business Management Concepts p. 353 13-19, p. 382 19-26</p> <p>Apply What You Know p. 354 2-24, p. 383 27-32</p>



Make Academic Connections p. 354 25-28, p. 383 33-35
Case in Point p. 355 1-6, p. 356 1-5, p. 384 1-5, p. 385 1-5
Project My Own Business p. 357, p.386
Case Study p. 388 1-4
E-Commerce Management Team Decision-Making Event p. 389 1-3

- Describe why businesses need to maintain financial records
- Discuss the reason managers prepare more than one budget estimate
- Describe the contents and explain the purpose of an income statement
- Describe several types of financial analysis that help in the understanding of a business's financial condition
- Explain three methods of financing a business
- Describe factors that affect the value of a company's stock
- Explain the factors that businesses should consider when choosing debt financing
- Differentiate between short-term and long-term debt

- Identify and discuss the purpose of several types of business financial records
- Describe the uses of several types of business budgets
- Describe the contents and explain the purpose of a balance sheet
- Identify where business owners and managers can turn to get help with understanding and using financial information
- Describe the differences in equity financing based on the ownership structure of a business
- Differentiate between common and preferred stock
- Describe several sources from which businesses can obtain additional capital

- Group discussion
- Check of the reading
- Analysis of reading

Final Project Presentation

Homework: Chapter 15-16 pp. 391-443
Review Business Management Terms p. 418 1-14, p. 444 1-12
Review Business Management Concepts p. 419 15-18, p. 445 13-18
Apply What You Know p. 419 19-25, p. 445 19-23
Make Academic Connections p. 420 26-29, p. 446 24-27
Case in Point p. 421 1-3, p. 422 1-3, p. 447 1-3, p.448 1-3
Project My Own Business p. 423 1-4, p. 449

<ul style="list-style-type: none"> • Discuss the similarities and differences among nonbanking financial institutions and banks • Describe the value and uses of checking accounts and loans • Describe how investment decisions can be made to meet financial goals • Identify several types of financial transaction cards and the main uses of each type • Describe procedures for managing and collecting unpaid accounts • Discuss several ways that businesses can attempt to reduce risks • Describe how insurance is purchased and several types of business property and vehicle insurance • Describe additional business insurance that covers special types of risks
<ul style="list-style-type: none"> • Identify several types of banks and how they are regulated • Discuss the ways in which technology is changing banking services • Identify the characteristics of various investment instruments • Describe three types of credit plans used by businesses • Identify the information on which decisions about credit applications is based and how that information is obtained • Define important insurance terms • Describe several noninsurable risks facing businesses and how managers can respond to each • Identify the types of business insurance for people associated with the business
<ul style="list-style-type: none"> • Analysis of the examples raised in class • Instructor led group discussion • Checkpoint
<p>Continue research and work on final project</p> <p>Homework: Chapter 17-18 pp. 450-506</p> <p>Review Business Management Terms p. 473 1-12, p. 507 1-7</p> <p>Review Business Management Concepts p. 474 13-20, p. 508 8-14</p> <p>Apply What You Know p. 475 21-28, p. 509 15-18</p> <p>Make Academic Connections p. 475 29-31, p. 509 19-20</p> <p>Case in Point p. 476 1-3, 477 1-4, p. 510 1-3, p. 511 1-3</p> <p>Project My Own Business p. 478, p. 512</p> <p>Case Study p. 514 1-4</p> <p>Banking and Financial Systems Event p. 515 1-3</p>
<ul style="list-style-type: none"> • Describe the differences between alternative manufacturing processes



<ul style="list-style-type: none"> • Discuss the important considerations in locating a manufacturing business • Describe the ways businesses maintain product and service quality • Discuss the importance of marketing and its role in the economy • Describe the role that market determination plays in marketing • Identify the consumer goods classifications • Explain the role of a marketing plan
<ul style="list-style-type: none"> • Describe the steps in new—product development • Describe the factors that influence the organizing and production process • Identify the characteristics of services that make them different from products • Describe the factors that are part of the nature of marketing • Define basic marketing concepts and the four elements of the marketing mix • Explain the four stages of the product life cycle
<ul style="list-style-type: none"> • Discussion • Analysis of assigned reading • Instructor led group discussion
FINAL EXAM

Instructional Methods

In developing methodological strategies, it is best to discuss them between teachers and students in an environment of freedom and mutual agreement in order to ensure that the students make them their own and take responsibility for their execution and for attaining the goals of this course.

The following strategies may be used in this class:

1. A review of the literature.
2. Check of the reading.
3. Analysis of assigned readings.
4. Group discussions.
5. Individual and group discussions.
6. Preparation of reports.
7. Preparation of a didactic plan.
8. Carrying out a micro-class.



Additional Instructional Materials and References

- Business Principles and Management by Kenneth E. Everard, James L. Burrow (Hardcover-January 31, 2003)
- Small Business Management by Justin G. Longenecker, J. William Petty, Leslie E. Palich, Carlos W. Moore (Hardcover-September 25, 2009)
- Strategic Management and Business Policy: Toward Global Sustainability, 13,e by Thomas L. Wheelen, J. David Hunger (Hardcover-July 25, 2011)

Assessment Criteria and Methods of Evaluating Students

96 – 100%	□ A
90 – 95%	□ A-
87 – 89%	□ B+
83 – 86%	□ B
80 – 82%	□ B-
77 – 79%	□ C+
73 – 76%	□ C
70 – 72%	□ C-
67 – 69%	□ D+
63 – 66%	□ D
60 – 62 %	□ D-
< 59%	□ F

Do not count on a curve!

Generally, the grades “A” through “C-” are considered passing grades. Grades “W” and “I” indicate that no grades were earned for the course. A “W” grade indicates that the student withdrew from the course. An “I” grade indicates that the student was passing the course, but failed to complete all the required course work. The instructor, in his/her discretion may grant an “I” grade instead of an “F”, pending completion of the course work by the student within a specified time arranged by the instructor and told to the student. It is the student's responsibility to follow-up with the instructor to complete the course work. If the course work is not completed by the arranged time, the “I” grade becomes an “F”.

Distribution of Grade Elements

Homework:	20%
Quizzes I, II:	20% (10% each)



Participation	10%
Final Exam:	30%
Final Research Project:	20%
Total:	100 %

Date Syllabus Was Last Reviewed: 06/13/2017