



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

Name and Contact Information of Instructor

Professor Lascelle Sweetland Business Management: Section A lascelle.sweetland@saniagnaciouniversity.edu
Professor Jose Mora Business Management: Section B jose.mora@saniagnaciouniversity.edu
Professor Ulises Urdaneta Business Management: Section C ulises.urdaneta@saniagnaciouniversity.edu

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: 14th Edition

James L. Burrow, Brad Kleindl, Michael B. Becraft ©2014 | Cengage
 ISBN-13: 978-1305661813

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. Instructors are to consider a student late after the first 10 minutes of class.

Student Tardiness Policy

NOTE: Plagiarism is defined as the use, without proper acknowledgment, of the ideas, phrases, sentences, or larger units of discourse from another writer or speaker. Plagiarism includes the unauthorized copying of software and the violation of copyright laws. Students who commit plagiarism will obtain a grade of “Failure” on their exam or assignment.

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 managers 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

7/22/19 DAY ONE	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the course through Syllabus • 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
TOPIC (S)	<ul style="list-style-type: none"> • Syllabus Review • Chapter One: Managers and Managing • Chapter Two: Management, Supervision, and Decision Making
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Class Discussion on Managers and Managing • Case in Point Small Group Discussion & Present to Class • Group Work: Part I Group Project: Part I
HOMEWORK & ASSIGNED READINGS	Review Concepts & Terms Discussed in Class Read Chapters One, Two, Three, Four, and Five
7/23/19 DAY TWO	
SPECIFIC OBJECTIVES	<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 • Recognize the importance of planning to business success • Identify the characteristics of effective goals

	<ul style="list-style-type: none"> • Discuss how the characteristics of good organization contribute to a more effective work environment • Make recommendations for improving business organization • 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
TOPIC (S)	<ul style="list-style-type: none"> • Chapter Three: The Manager as a Leader • Chapter Four: Planning and Organizing • Chapter Five: Staffing, Leading, and Controlling
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Class Discussion on The Environment of Business Management • Case in Point Small Group Discussion & Present to Class • Group Project: Part II
HOMEWORK & ASSIGNED READINGS	Review Concepts & Terms Discussed in Class Read Chapters Six and Seven
7/24/19 DAY THREE	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the general types of businesses • Describe how innovations affect business • Identify two ways a nation measures its economic growth and prosperity • 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 • Describe the nature, growth, and importance of international trade and investment • Distinguish between the different forms through which international business is conducted
TOPIC (S)	<ul style="list-style-type: none"> • Chapter Six: Characteristics of Business • Chapter Seven: Social and Ethical Environment of Business
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Class Discussion on Business Organization and Management • Case in Point Small Group Discussion & Present to Class • Group Project: Part III
HOMEWORK & ASSIGNED READINGS	Review Concepts & Terms Discussed in Class Read Chapters Eight and Nine
7/25/19 DAY FOUR	

SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> 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 Describe the nature, growth, and importance of international trade and investment Distinguish between the different forms through which international business is conducted
TOPIC (S)	<ul style="list-style-type: none"> Chapter Eight: Economic Environment of Business Chapter Nine: International Environment of Business
LEARNING ACTIVITIES	<ul style="list-style-type: none"> Class Discussion on Business Organization and Management Case in Point Small Group Discussion & Present to Class Group Project: Part IV
HOMEWORK & ASSIGNED READINGS	Review Concepts & Terms Discussed in Class Read Chapters Ten and Eleven
7/26/19 DAY FIVE	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> 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 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
TOPIC (S)	<ul style="list-style-type: none"> Chapter Ten: Managing the Form of Business Ownership Chapter Eleven: Legal Aspects of Business
LEARNING ACTIVITIES	<ul style="list-style-type: none"> Class Discussion on Business Organization and Management Case in Point Small Group Discussion & Present to Class Group Project: Part V
HOMEWORK & ASSIGNED READINGS	Review Concepts & Terms Discussed in Class Read Chapters Twelve, Thirteen, and Fourteen
7/29/19 DAY SIX	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> 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

	<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
TOPIC (S)	<ul style="list-style-type: none"> Chapter Twelve: Technology and Information Management Chapter Thirteen: Organizational Communications Chapter Fourteen: Data Analysis and Decision Making
LEARNING ACTIVITIES	<ul style="list-style-type: none"> Class Discussion on Financial Management Case in Point Small Group Discussion & Present to Class Group Project: Part VI
HOMEWORK & ASSIGNED READINGS	Review Concepts & Terms Discussed in Class Read Chapters Fifteen, Sixteen, Seventeen, and Eighteen
7/30/19	DAY SEVEN
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> 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 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
TOPIC (S)	<ul style="list-style-type: none"> Chapter Fifteen: Business Financial Records Chapter Sixteen: Financing a Business Chapter Seventeen: Financial Services Chapter Eighteen: Credit and Insurance
LEARNING ACTIVITIES	<ul style="list-style-type: none"> Class Discussion on Financial Management Case in Point Small Group Discussion & Present to Class

	<ul style="list-style-type: none"> Group Project: Part VII
HOMEWORK & ASSIGNED READINGS	<p>Review Concepts & Terms Discussed in Class</p> <p>Read Chapters Twenty- Three, Twenty-Four, and Twenty-Five</p>
7/31/19	DAY EIGHT
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> Identify the reason human resources management is important to businesses and employees Identify and describe each of the major human resources activities Describe procedures a business should follow to hire an employee Describe several ways that employees are protected through federal and state employment legislation Discuss the steps that government and businesses have taken to eliminate discrimination in employment opportunities Evaluate equal opportunity in employment Describe several types of compensation systems and the reasons each is used Discuss important factors that affect pay levels in a business Recognize how employee benefits add to the total compensation received Describe several ways companies can improve HR services while controlling costs Describe the procedures for reviewing employee performance Discuss several important training needs for businesses
TOPIC (S)	<ul style="list-style-type: none"> Chapter Twenty-Three: Managing Human Resources Chapter Twenty-Four: Rewarding and Developing Employees Chapter Twenty-Five: Developing an Effective Organization
LEARNING ACTIVITIES	<ul style="list-style-type: none"> Class Discussion on Human Resource Management Case in Point Small Group Discussion & Present to Class Group Project: Part VIII
HOMEWORK & ASSIGNED READINGS	<p>Review Concepts & Terms Discussed for Comprehensive Quiz</p> <p>Prepare for Final Presentation Group Project</p>
8/1/19	DAY NINE
TOPIC (S)	<ul style="list-style-type: none"> Concluding Summary of the Course
LEARNING ACTIVITIES	<ul style="list-style-type: none"> Comprehensive Quiz Group Work: Final Preparation
8/2/19	DAY TEN
TOPIC (S)	<ul style="list-style-type: none"> Final Presentation of Group Project

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

Classwork (Case Studies)	25%
Comprehensive Quiz	20%
Final Presentation: Group Project	30%
Class Participation	25%
Total	100 %

Final Presentation Rubric

The Final Presentation will consist of a group project of three students. This project goal is to analyze a US owned corporation and present a ppt oral presentation on the elements listed below. With the assistance of the course material and research, the group will analyze the following aspects of the business selected:

- Part I: Management
- Part II: Organizational Structure
- Part III: Business History & Background
- Part IV: Social, Ethical, Economic, and International Environments of the business
- Part V: Business Ownership
- Part VI: Technology Integration
- Part VII: Financial Statements
- Part VIII: Recommendations and Overall Analysis of Company Standing

Business Management Project Rubric

Final Presentation			
<i>Required Elements</i>		<i>Points Possible</i>	<i>Points Received</i>
Presentation Opening		10	
Content			
Part I: Business History & Background Info		20	
Part II: Organizational Structure		10	
Part III: Corporate Governance		20	
Part IV: Social, Ethical, Economic, and International Environments of the business		40	
Part V: Business Ownership Structure		10	
Part VI: Technology Integration		20	
Part VII: Financial Statement Overview and Analysis		20	
Part VIII: Recommendations and Overall Analysis of Company Standing		20	
Presentation Delivery			
Presentation Delivery/Slide Transitions		10	
Visual/Creative Elements		5	
Organization/Flow of Presentation		5	
15 – 20 Slides		10	
Total Points:			
		200	____/200



Date Syllabus Was Last Reviewed: July 3, 2019

***Break Times: 10 minutes per hour.**