



BUSI 1301 Business Principles

Instructor:

Douglass, Jennifer

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Catalogue 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.

Term:

{3D6EB4B9-49EF-48EA-B896-C59FA1E3FEBA}

Format of Term:

{CCB935BF-4C9C-4D42-8D6A-846F3F347696}

Lab Hours Per Week:

0

Required Textbook

William M. Pride, Robert J. Hughes, Jack R. Kapoor, 2023, 7th, Foundations of Business, , Cengage, 978-0-357-71794-3, <http://www.cengage.com>

Evaluation System:

Quizzes - 30%

Participation/Discussion - 20%

Exams - 50%

Course Schedule/Topics

Week 1: Review Syllabus & Schedule, intro to business, ethics & corporate responsibility

Week 2: Forms of business ownership, entrepreneurship

Week 3: Global business, management

Week 4: Organizational structure, production of goods & services

Week 5: Human relations

Week 6: Customer relationships, creating & pricing for customers

Week 7: Distributing & promoting products, e-business

Week 8: Accounting & financial management

Marketable Skills

- Time management
- Generate ideas
- Expressing ideas
- Analysis of data & facts to create informed conclusions
- Computer literacy
- Identify appropriate information sources