



**TRINITY VALLEY COMMUNITY COLLEGE
ADMINISTRATIVE-MASTER SYLLABUS**

Course Title:

Business Principles

Course Prefix and Number:

BUSG 1301

Department – Division:

Business and Computer Science Division

Course Type – select from one of the following categories.

- Academic General Education Course (from ACGM – but not in TVCC Core)
- Academic TVCC Core Course
- WECM Courses

Semester Credit Hours: Lecture Hours: Lab/other hours

Semester Credit Hours	Lecture Hours	Lab/Other* Hours
3	3	0

Other hours include practicum, clinical or other types of non-lecture instruction. *If other, please specify: _____

Course Catalog Description

This course is designed to survey the entire field of business, build a business vocabulary, broaden the student's perspective of the business field, aid the student in selecting a field of specialization, and provide a background for further study.

Prerequisites/co requisites

None

Topical Outline

- 1. The Framework of Contemporary Business**
- 2. Business Ethics and Social Responsibility**
- 3. Economic Challenges Facing Global and Domestic Business**
- 4. Options for Organizing Small and Large Businesses**
- 5. Starting Your Own Business: The Entrepreneurship Alternative**
- 6. E-Business: Doing Business Online**
- 7. Management, Leadership, and the Internal Organization**
- 8. Improving Performance through Empowerment, Teamwork, and Communication**
- 9. Customer-Driven Marketing**
- 10. Product and Distribution Strategies**
- 11. Promotion and Pricing Strategies**
- 12. Using Technology to Manage Information**

Course Learning Outcomes

- 1. Briefly describe the key features of our business and economic system.**
- 2. Analyze the major forms of business ownership of both large and small businesses.**
- 3. Identify and explain the key aspects of managing a business.**
- 4. Describe how businesses finance their operations, including the stock market and insurance.**
- 5. Explain how businesses market their products and services.**
- 6. Discuss how businesses use the computer.**
- 7. Discuss the relationship between business, government, and other nations.**
- 8. Make some prediction about the future of business.**
- 9. Make a better-informed decision about a college major.**
- 10. Gain some help in choosing a career, either in business or in another field.**

Relationship to General Education Outcomes – In addition to the core competencies, Trinity Valley Community College has established ten general education goals which specify knowledge and skills that students should gain from completing courses in the various component areas of the core curriculum. Information regarding curriculum and assessment as a means for the improvement of student learning through the general education component. (Select all that apply.)

Mark with an "X"	General Education Outcome
	A. To communicate clearly and effectively in both oral and written English.
	B. To improve reading skills focused on comprehending, analyzing, interpreting, and evaluating printed materials.
	C. To understand mathematical information and utilize mathematical skills.
	D. To demonstrate qualitative and quantitative critical thinking skills.
X	E. To understand and appreciate cultural and ethnic diversity.
	F. To utilize computer based technology in accessing information, solving problems, and communicating.
	G. To recognize and evaluate artistic achievements in the visual and performing arts.
	H. To improve basic understanding of political, economic, and social systems.
	I. To demonstrate knowledge of the physical universe and living systems.
X	J. To develop skills and strategies to become an engaged learner.

Required Text(s)

Copy of current textbook from the Trinity Valley Community College Bookstore.

Optional Text(s)

none

Material/Technology to be supplied by the student.

Internet tools will be utilized in the completion of this course.

Course Requirements/Grading System – describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course; not intended to restrict the individual nature by which each faculty member who teaches the course determines course requirements and final student performance, but should offer consistency within reason for all sections taught for those departments without a standardized format.

METHODS OF INSTRUCTION: Instruction will be by lecture/computer application/demonstration/discussion, with emphasis on student- teacher interaction.

METHODS OF EVALUATION:

(A combination of the following criteria will be used as determined by the individual instructor.)

1. Class and homework assignments (including one Community Service Project)
2. Attendance, punctuality, and participation
3. Four exams

Approvals – the contents of this document have been reviewed and are found to be accurate.

Prepared by	Signature	Date
Department Head	Signature	Date
Division Chair	Signature	Date
Vice President	Signature	Date