INTRODUCTION TO THE BUSINESS ENVIRONMENT
BUSI 1310
SYLLABUS
Summer I 2012

TEXAS A&M UNIVERSITY-CORPUS CHRISTI
COLLEGE OF BUSINESS

Instructor: Dr. Benjamin L. Blanco
Class: OCNR 259  MTWR 2:00-3:55 pm
Office Hours: By appointment
Office Location: OCNR 376

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Required Materials: Text – Contemporary Business, Boone & Kurtz,
Harcourt College Publisher, 2009.

Course Description: An overview of the nature of business and its environment.
Emphasizes the dynamic role of business in everyday life and its importance to society.

Relationship to Other Course work: This is a basic introductory course.

Instructional Methodology: Lecture, class discussion, audio-visual, student
presentations, possible outside speakers.

Quizzes - There may be unannounced, short quizzes.
Quizzes MAY NOT BE MADE-UP.

Grading:
<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Quizzes</td>
<td>300</td>
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<tr>
<td>Homework/Articles</td>
<td>100</td>
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<tr>
<td>Final Project</td>
<td>100</td>
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<tr>
<td>Individual Presentation</td>
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<td>Total</td>
<td>500</td>
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Grading Scale
90-100% = A
80-89% = B
70-79% = C
60-69% = D
0-59% = F

Technology Applications: Knowledge of word processing and PowerPoint is necessary to complete article reviews and the business project. Additionally, the student must be familiar with the electronic databases available in the Library as well as gaining familiarity with accessing the INTERNET to search the World Wide Web for relevant business data. E-mail communication is encouraged for routine communications; however it is discouraged for more personal, non-routine communications where face-to-face contact is more appropriate.

Ethical Perspectives: Ethical issues will be discussed throughout the course.

Global Perspectives: Foreign and domestic cultural norms and values will be discussed as well as other global issues as they arise.

Demographic Diversity Perspectives: Diversity issues will be discussed throughout the course as they arise.

Political, Social, Legal, Regulatory, and Environmental Perspectives: Social influences are discussed in the context of business behavior. Legal, regulatory, and environmental issues are discussed in the context of constraints and opportunities resulting from environmental change.

Attendance Policy: Attendance is expected. Unexcused absences will adversely affect your grade. For expected or planned absences it is the student’s responsibility to notify the instructor via e-mail within 2 business days immediately preceding the absence. In the event of an unexpected absence it is the student’s responsibility to notify the instructor as soon as possible after the absence. Students with documented, excused absences will be allowed to make-up points missed in class, with alternative assignments. Habitual tardiness will also adversely affect your final grade.

Attendance Policy for Athletes: There are no special allowances for athletes. See Attendance Policy above. Notification by your coach or other representative of the athletic department is not a substitute for your personal notification. Excused absences are granted for game and travel times only; practice sessions are not considered excused absences.

Academic Honesty: Students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as illicit possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one’s own work.) Any academic dishonesty will result in an automatic grade of “0.”
Tentative Schedule

Chapter 1 – The Changing Face of Business

Chapter 2 – Business Ethics and Social Responsibility

Chapter 6 – Starting Your Own Business: The Entrepreneurship Alternative

Chapter 8 – Human Resource Management: From Recruit to Labor Relations

Chapter 16 – The Financial System

Chapter 11 – Customer-Driven Marketing

Chapter 7 – Management, Leadership, and the Internal Organization

Chapter 9 – Top Performance through Empowerment, Teamwork, and Communication

Chapter 13 – Promotion and Pricing Strategies

Chapter 4 – Competing in World Markets

Chapter 5 – Forms of Business Ownership and Organisation

Chapter 12 – Product and Distribution Strategies

Chapter 3 – Economic Challenges Facing Contemporary Business

Chapter 15 – Understanding Accounting and Financial Statements
Article Review

The purpose of article reviews is to bring the current application of compensation management principles to the course. There is much literature from which to select your articles; however all articles must come from recognized publications, or Internet websites. You may also use the Wall Street Journal, and other publications such as Business Week, Inc., Fortune, Forbes, and Entrepreneur. The Corpus Christi Caller Times will usually not be an acceptable source.

The summary is to have two distinct parts, and should follow the following format:

********************************************************************************************
Name(s)
BUSI 1310
Date

Name of Author, "Title of Article," Periodical, Date of Publication, pp. #'s.

Article Summary

Briefly summarize the article focusing on the main topics. This section highlights main ideas in the article; opinions are not given here.

Relevance to the Material

State how the article relates to the materials covered that week. State the specific concept(s) and the specific chapter to which your article relates. You may state your opinions here, but it is not necessary.

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Each of the two parts has a point value of 5 points, for a total of 10 points.

Articles are to be no older than 6 months (except with prior approval).

Please use single space for the copy and double space between paragraphs.

Limit your summary to one typewritten page!!! No coversheet, please.

Attach a copy of the article to the summary.

Important note: You are expected to know the rules regarding plagiarism and to abide by them in every written assignment.