

Kingsborough Community College of the City University of New York  
Department of Business

**BA 11 – Fundamentals of Business** (3 Credit course)

**Course Description:** This course is an introduction to the field of business. We will examine the relationships among management, labor, and government in both the domestic and global business environments. Emphasis is placed on business objectives, strategies, and operational implementation. Contemporary trends are studied in the areas of management, marketing, human resources and finance, including legal and ethical implications.

**Course Objectives:**

- To expand and enrich students' knowledge of business terminology.
- To introduce students to the varied career opportunities in business.
- To develop an understandings of the U.S. free market system.
- To explore the various forms of business ownership.
- To clarify and examine the many aspects of business functioning such as management, organization, human relations, marketing, accounting, finance and ethics.

**Text:** *Business*, 12<sup>th</sup> edition, by William M. Pride, Robert J. Hughes, and Jack R. Kapoor. (Cengage Learning, 2012). **ISBN 13: 9781285915531**. (This book is a custom edition made for Kingsborough Community College.)

**Supplemental Readings:** The New York Times Business section, The Wall Street Journal (Marketplace section), and selected newspaper, magazine and internet articles.

**Blackboard:** You must make sure that you have access to the school's Blackboard online system so that you can submit assignments, view chapter outlines and review sheets, etc. (Don't know your ID? Please go to Room L-106 in the library)

**Methods of Evaluation:**

• Exam #1	20%
• Exam #2	20%
• Final Examination (date: TBA)	25%
• Business Research Memo and Presentation	15%
• Homework	10%
• Attendance and Class Participation	10%

**Business Research Memo and Presentation:** Each student must choose a publicly traded company whose shares are traded on a major U.S. stock exchange. You may NOT choose: Apple, Facebook, Google, McDonald's, Microsoft, SONY or Starbucks. There are **no duplicates** so the first person to choose a company will get to research that company. Companies must be chosen **or a company will be chosen for you**. After researching the company, the student should submit a written business memorandum about the company and present a brief summary of his/her memo to the class. **(See attached handout for detailed instructions)**.

**Course Schedule:**

Approximate Class Date	Chapter (textbook)	Topic /Description	Homework Due (see coursepack for supplemental readings)
WEEK 1	1	Exploring the World of Business and Economics	Read Sugary Drinks Ban and Comcast articles
	<b>“SUGAR” HW</b>		<b>Chapter 1 “Sugary Drinks Ban” HW due-must be typed</b>
WEEK 2	2	Being Ethical and Socially Responsible	Look over “To Take or Not To Take the Gift”
WEEK 3		Exploring Global Business	Review “Choose Your Country” (in class exercise) and read McDonald’s article
<b>WEEK 4</b>	<b>Pick Company</b>	Pick your company for memo, or one will be selected for you	
<b>WEEK 5</b>	<b>Exam #1</b>	<b>Chapters 1, 2, and 3</b>	
WEEKS 5-6	4	Choosing a Form of Business Ownership	Read Men’s Wearhouse article
WEEK 6	<b>No Classes</b>	Spring Recess	
WEEK 7	<b>“AMY” HW</b>		<b>Chapter 4 “Amy” questions HW due-must be typed</b>
WEEK 7	5	Small Business, Entrepreneurship and Franchises (class notes only)	
WEEK 8	<b>“MERGER”HW</b>		<b>Chapter 4 “Merger” questions HW due-must be typed</b>
WEEK 9	6	Understanding the Management Process	Read “The Truth About Bad Bosses” article
WEEK 9	7	Creating a Flexible Organization	Review KCC organizational chart, Fill out “The Delegator” survey
<b>WEEK 10</b>	<b>Exam #2</b>	<b>Chapters 4,5,6 and 7</b>	
WEEK 10	10	Motivating and Satisfying Employees and Teams	
WEEK 11	12	Building Customer Relationships Through Effective Marketing	Market Research Fun (in class exercise), Read Online Privacy Regulation article
WEEK 11	<b>Memo Due</b>	<b>Please see attached handout for detailed instructions about research memo on publicly traded company</b>	<b>Public Company Research Memo due-must be typed</b>
WEEK 11	13	Creating and Pricing Products that Satisfy Customers Company presentations	Review instructions for Chapter 12 and 13 exercise (in-class group assignment)
WEEK 12	<b>Oral presentations</b>	<b>Dates to be assigned alphabetically towards end of semester</b>	
WEEK 12	<b>Last Day</b>	Last day of classes/ Review for final	
	Reading Day	No classes (study day)	
TBA	<b>Final Exam</b>	<b>Chapters 1,2,3,4,5,6,7,<u>10</u>, 12 and 13</b>	

**Important Guidelines:**

**A. Attendance and Participation:** Class attendance and participation are expected. Repeated absences, lateness or lack of knowledge of reading assignments and homework will result in a decrease in your final grade. You are limited to six (6) absences and attendance will be taken daily. **Absences in excess of this limit may result in a “WU” grade** – in effect, an automatic administrative withdrawal from the course (no credit given regardless of work done or tests taken). Three (3) late arrivals will result in one absence. Attendance will be taken at the beginning of each class. If a student comes late to class, it is the student’s responsibility to inform the instructor at the end of class.

**B. Missed Exams:** A missed exam will result in a zero grade. Makeup exams will be given at the instructor’s discretion and only due to extenuating circumstances.

**C. Assignment Submissions:** Paper copies of all assignments must be handed in on the due date. Late submissions, if allowed by Instructor, may be penalized. Emails of assignments will not be accepted unless specifically stated.

**D. Academic Integrity:** Students are expected to do their own work. Cheating, copying from another student’s paper or copying information from an electronic device during an exam are prohibited and may result in a zero or course failure. Cell phones and electronic devices may not be taken out at all during exams. Please also see KCC’s plagiarism policy at [www.kbcc.cuny.edu](http://www.kbcc.cuny.edu).

**E. Classroom Civility:** Please be courteous to your instructor and fellow students and silence all electronic devices during class. Texting is not allowed. Civility and respect for others is essential in an academic environment. Any acts of harassment and/or discrimination based on race, gender, age, sexual orientation, religion, or ability will not be tolerated. Please see KCC policy at [http://www.kingsborough.edu/subabout/campussecurity/Pages/campus\\_conduct.aspx](http://www.kingsborough.edu/subabout/campussecurity/Pages/campus_conduct.aspx)

**Access-Ability Services:** (D205, 718-368-5175) Access-Ability Services provides appropriate accommodations and assistance to students with disabilities. Please contact them if needed.