

MASTER SYLLABUS

Course number & title: BUS 100 - Contemporary Business

Department(s): Management

Credit hours: 3

Prerequisites: None

Fees and charges: None

Effective catalog date for this master syllabus: 2003-2004

1. Catalog description:

The purpose of this course is to introduce the student to the organization and operation of the basic product – and service-producing institutions in our society – business firms- and the economic environment in which these businesses make decisions.

2. Course content:

The specific management topic will be integrated with discussions regarding current news worthy business events.

3. Student learning objectives:

Students are expected to learn:

- A. the basic management concepts and practical tools that managers commonly use to meet organizational challenges.
- B. the significance of current issues (such as quality, ethics, diversity, and global environment) that face modern managers.
- C. the nature and complexity of managerial work.

Competencies:

All business core courses should address the three college level competencies:

1. Specialized business knowledge
2. Managerial thinking skills
 - a. logical thinking
 - b. concept thinking
 - c. application of theories and concept to managerial problems and solutions
3. Communication

4. Student assessment criteria:

Grades will be related to competencies and determined in the following manner:

1. Three tests (<i>Specialized knowledge, Managerial thinking</i>)	45%
2. Periodicals: five reaction papers (<i>Communication, application</i>)	25%
3. Stock Market Project (<i>Application, concept thinking</i>)	30%
Total	100%

5. Additional information:

Exercises, readings, and films may be used to supplement the text.