

SYLLABUS

BUS 1011

Business Fundamentals: The Contemporary Business Landscape

Professor Andreas Grein

Office hours: Tuesdays, 3 – 4:30 PM

My Office: NVC 12-255 Telephone: (646) 312-3341

E-mail is the best way to communicate with me:

andreas.grein@baruch.cuny.edu

(Questions regarding your recitation section should be directed to that professor.)

Overview

The course has two major learning objectives: First, the course provides a strong foundation of the three pillars essential to succeed in our business programs: (1) understanding ethics in business and raising awareness of ethical decision making; (2) demonstrating strong communication skills through writing reports and making oral presentations; and (3) applying quantitative analysis skills through analyzing and solving problems using spreadsheets. Second, the course introduces students to the basic managerial concepts and major business functions. The course also introduces students to the wide spectrum of programs and majors offered at Baruch's Zicklin School of Business, helping students decide which Zicklin major to focus on at early stages of the college studies. Please see the chart on page 11 which shows how topics are linked to majors.

The class is organized into four distinct sections: (1) introduction, business ethics, managerial economics, and international business; (2) financial market, accounting, and finance; (3) marketing, business analytics, and computer information systems; and (4) management and organization behavior. Each section covers the basic concepts in an area you might select as a major, and also gives you an overview of majors offered at Zicklin for a specific area of subjects, and resources available for enhancing your learning and career development. Each section also covers current issues you are likely to read about in today's business press, which will give you an understanding of how the world of business really works.

Course Methodology

The course is structured as a combination of large class lectures and recitation sections. The large lectures cover the basic areas of business whereas the recitation sections focus on case studies and group work. The purpose of the recitation class is twofold: to enhance your communication

intensive skills, such as writing and presenting case analyses, and to improve quantitative analysis skills using Excel. **The recitation professors will not prep for or review exams given in the large lecture.**

The large lectures and the recitation sections are integrated with each other. In the large lecture, you learn the overall framework of the subjects and apply your learning to the specific situations surrounding the firm that you choose for your case analysis in the recitation section.

Course Learning Goals

At the completion of the course, students are expected to achieve the following overall goals:

- Recognize and discuss the three pillars of core components: business ethics, communication skills, and quantitative analytical skills.
- Explain the basic concepts of major functional areas of business.
- Identify the area of study as a major at the Zicklin School of Business.

More specifically, students will be able to:

1. Employ a framework of business ethics for analyzing and evaluating cases in domestic and global markets, and for making an ethical decision.
2. Demonstrate strong communication skills, both oral and written, by organizing and communicating the results of business analysis in an effective, concise manner.
3. Apply quantitative analysis skills to problem solving using spreadsheets.
4. Compare and assess the major areas of business at the Zicklin School of Business, such as ethics and corporate governance, managerial economics, international business, accounting, financial management, marketing management, computer information systems and business analytics, and management and organization behavior, among others.
5. Explain how the major areas of business in the real world are intertwined and integrated with each other, rather than being separate and independent disciplines.
6. Evaluate and select the resources available at Zicklin School of Business, such as the Weismann Center for International Business, the Schwartz Communications Institute, and the Writing Center, to further assist and enhance their learning.

BBA Program-level Learning Goals

Analytical Skills	Students will possess the analytical and critical thinking skills to evaluate issues faced in business and professional careers.
Technological Skills	Students will possess the necessary technological skills to analyze problems, develop solutions and convey information.
Communication Skills: Oral	Students will have the necessary oral communication skills to convey ideas and information effectively and persuasively.

Communication Skills: Written	Students will have the necessary written communication skills to convey ideas and information effectively and persuasively.
Civic Awareness and Ethical Decision-Making	Students will have the knowledge base and analytical skills to guide them when faced with ethical dilemmas in business. Students will have an awareness of political, civic and public policy issues affecting business.
Global Awareness	Students will know how differences in perspectives and cultures affect business practices around the world.

Course Pre- or corequisites:

One of the following math courses: MTH 1023; MTH 1030; MTH 2000; MTH 2001; MTH 2003; MTH 2009; MTH 2140; MTH 2160; MTH 2205; MTH 2206; MTH 2207; MTH 2610; or any MTH course at the 3000-level or above.

Course Materials (required)

- PowerPoint files posted on Blackboard will cover the lectures.
- **BUS 1011 Excel eBook**, Stephen Schnaars and Hirokazu Takada, 1st Edition, 2017, to be posted on Blackboard. You will use the book and the sample spreadsheets to learn Excel.
- **Textbook: *Understanding Business***, by Nickels, McHugh and McHugh, McGraw-Hill). The latest edition retails for \$200. It is quite acceptable to buy a used edition online — edition. Many students pay about \$40. Students find that the book is very helpful because it explains many of the items in my PowerPoint materials in much greater detail.

(A copy of the 11th edition is on reserve in the library)

Weekly Schedule - Lecture

The following is a tentative schedule of topics and lectures. Changes may occur as the semester progresses. These changes will be announced in class.

SECTION 1: INTRODUCTION

This section provides an overview of business and majors offered at the Zicklin School of Business (see the matrix of course contents and majors after the weekly schedule). Major subjects covered in this section, such as the economic system, global market, and the ethics and corporate social responsibility, form the foundation for any majors. In particular, global awareness and understanding the importance of ethics and the corporate social responsibility are emphasized for all Zicklin majors, and, these subjects are also covered in the subsequent sections and through discussions of major current events throughout the semester.

Lecture		
Week 1	Overview of Business and Ethics (The Four Ethics Lenses Framework) and Corporate Social Responsibility	Chapters 1-4
		(Chapter 1 – Business and the business environment)
Week 2	Majors offered at the Zicklin School of Business	Insert “What is globalization?” video (Globalization module) in lecture to highlight benefits and tradeoffs from globalization
	Review of Managerial Economics	
Week 3	Understanding Global Markets	(Chapter 1 – Business and the business environment)
		Include additional reading: “Hitting home: When global becomes local” (Globalization module) to explain how interconnectedness contributes to both economic and social issues.

Week 4

Exam 1

(Chapter 2)

Insert “A look at monetary policy” video (Monetary policy and currencies module) in lecture to explain the concept of money and how it is linked to monetary policy as well as exchange rates.

(Chapter 2 – Economics and business)

Include additional reading: “Understanding the last 50 years of global development” (Development module) to discussion of economies and country development

(Chapter 3 – Global markets)

Insert “What is trade?” video (Trade module) in lecture to explain trade and related concepts like trade deficits / surpluses, mercantilism, etc.

(Chapter 3 – Global markets)

Include additional reading: “Foreign Investment 101” (Trade module) to highlight the differences between FDI and portfolio investment, reasons for FDI and why countries receive FDI.

(Chapter 4 – Ethics and social responsibility)

Include additional reading: “The Sustainable Development Goals” (Development module) to support discussion about ethic and social responsibility.

SECTION 2: ACCOUNTING/FINANCE

The focus of this section is on the subjects related to accounting and finance. We first understand financial markets and financial institutions, and then review accounting and finance management.

Lecture		
Week 5	Overview of Financial Markets and Majors at Zicklin	Chapters 17- 20 (Chapter 19 – Securities markets) Include additional reading: “The global consequences of financial contagion” to expand the discussion of securities markets, thereby including the effects of global capital flows and interconnections.
Week 6		
Week 7	Accounting Financial Management	(Chapter 20 - Money and financial institutions) Insert “Global value” video (Monetary policy and currencies module) in lecture to highlight the role of the US dollar in global commerce as well as some of the problems this causes.
Week 8	Exam 2	

SECTION 3: MARKETING/COMPUTER INFORMATION SYSTEMS (CIS)

We review the key concepts and processes of marketing management. In order to understand the importance of analyzing big data, we briefly review marketing metrics and computer information systems.

Lecture		
Week 9	Marketing Concept and Global Marketing	<p>Chapters 13 to 16, bonus chapter B</p> <div style="border: 1px solid black; padding: 5px; margin: 5px 0;"> <p>(Chapter 14 – Products and pricing) Insert video “The globetrotting journey of a sneaker” (Trade module) in lecture to demonstrate product sourcing issues and how these affect prices as well as the “brand story”.</p> </div> <div style="border: 1px solid black; padding: 5px; margin: 5px 0;"> <p>(Chapter B – Information technology) Insert video “What are cyberspace and cybersecurity?” (Cyberspace and cybersecurity module) in lecture to supplement very limited materials from the textbook. This video explains very well both the key characteristics of cyberspace as well as security / privacy issues (including global issues).</p> </div>
Week 10	New Products and Pricing	
Week 11	Channels of Distribution Promotion Computer Information Systems	
Week 12	Exam 3	

SECTION 4: MANAGEMENT

The course concludes with management and organization behavior.

Lecture		
Week 13 May 5	Forms of Business Ownership	Chapters 5, 7-8, and 10.
Week 14 May 12	Leadership Organizational Structure Motivation	

The final exam (not cumulative) will be on

Note: You must arrive on time.