ASCRC General Education Form

Used to request or modify General Education designations for an existing or new course. **One-time-only general education designation may be requested for experimental courses (X95), granted semester taught only. A NEW request must be submitted for the course to receive subsequent general education status.**

### I. Summary of Proposed Changes

<table>
<thead>
<tr>
<th>Dept/Program Subject</th>
<th>Business Technology</th>
<th>Course # BUS103S</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Title</td>
<td>Principles of Business</td>
<td></td>
</tr>
<tr>
<td>Short Title (max. 26 characters incl. spaces)</td>
<td>Principles of Business</td>
<td></td>
</tr>
<tr>
<td>Summarize the changes proposed</td>
<td>Request continuation of Social Sciences designation</td>
<td></td>
</tr>
</tbody>
</table>

### II. Endorsement/Approvals

Complete the form and obtain signatures before submitting to Faculty Senate Office

<table>
<thead>
<tr>
<th>Requestor:</th>
<th>Please Type/Print Name</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Niki Robinson</td>
<td></td>
<td></td>
<td>9-26-08</td>
</tr>
<tr>
<td>Phone</td>
<td>243-7802</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program Chair/Director: Brian Larson</td>
<td>243-7823</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### III. General Education Designations - check X all that apply

Please note: for first-time GenEd courses and all writing courses, paste syllabus into section V of the document

<table>
<thead>
<tr>
<th>Type of GenEd Designation</th>
<th>Change</th>
<th>Remove</th>
</tr>
</thead>
<tbody>
<tr>
<td>First-time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>One-time-only (x95)</td>
<td>Change</td>
<td>Remove</td>
</tr>
<tr>
<td>Writing</td>
<td>2nd Request</td>
<td>3rd Request</td>
</tr>
<tr>
<td>UD Writing Expectation</td>
<td>Expressive Arts (P1)</td>
<td>Ethics &amp; Human Values: Core (P5)</td>
</tr>
<tr>
<td>Non-Western (within a perspective, P3 –P5)</td>
<td>Literary &amp; Artistic (P2)</td>
<td>Ethics &amp; Human Values: Special (P5)</td>
</tr>
<tr>
<td>For.Lang/SymS</td>
<td>Historical &amp; Cultural (P3)</td>
<td>Natural Science wo Lab (P6)</td>
</tr>
<tr>
<td></td>
<td>Social Science (P4)</td>
<td>X Natural Science w. Lab (P6)</td>
</tr>
</tbody>
</table>

### IV Justify in terms of relevant General Education Criteria (explain your reasons for inclusion, change or deletion of course for General Education) refer to GE Designation Guidelines or General Education Outcomes.
This course will analyze economic systems including capitalism, socialism, and communism and compare development of economic systems; how businesses operate within those systems; and the impact on business, society, and the individual. The focus is on the entrepreneur and global competition, as it pertains to business organizations, management, marketing, production, labor, financing, and business/governmental regulations.

This course meets the criteria for a **core course in social sciences**. Upon completion of the course, students will be able to

- Demonstrate understanding of the profound technological and economic changes over the past 100 years particularly in the areas of globalization and international business and the impact on work and social structure.
- Discuss and create solutions to case studies relative to management, motivation, and leadership theories.
- Identify the processes used to accomplish organizational goals through planning, organizing, leading, and controlling people and other organizational resources.
- Differentiate among Theories X,Y, and Z; Taylor’s Scientific Management Theory; Hawthorne Theory; Herzberg Theory; and Expectancy, Reinforcement, and Equity Theories to explore the relationships between businesses and their stakeholders.
- Explore changes in social demographics, demographic trends, and their effects on business.
- Apply concepts of social responsibility in relation to business ethics, environmental concerns, and equal opportunity in employment.
- Analyze concepts of business financial control including accounting, banking, management, budgets, and investments.
- Analyze marketing concepts including product, price, place, promotion, wholesaling, retailing, and distribution.
- Problem-solve and formulate appropriate business responses to a variety of social issues such as multi-cultural/diverse populations, globalization, social responsibility, ethics, and environmental sustainability.
- Produce projects which require research, data compilation, data interpretation, and evaluation.
- Integrate into projects the concepts of price-market mechanisms, stock markets, unions, marketing, entrepreneurial ventures, forecasts, trends, and financial institutions as they impact business and society.

V. Syllabus/Assessment Information

Required for first-time GenEd courses, and all writing courses. **Paste syllabus** in field below or attach and sent digital copy with form.

VI Department Summary

In table format list course number, title, proposed change, and a brief justification. This will be the information presented for approval at the Faculty Senate.

**BUS 103S Principles of Business**

**Request for continuation of Social Science designation**

**Brief justification.** This course will analyze economic systems including capitalism, socialism, and communism and compare development of economic systems; how businesses operate within those systems; and the impact on business, society, and the individual. The focus is on the entrepreneur and global competition, as it pertains to business organizations, management, marketing, production, labor, financing, and business/governmental regulations.

**V Copies and Electronic Submission**

Submit two copies and a summary of proposals to the Faculty Senate Office, UH 221. Send the electronic file to camie.foos@mso.umt.edu.
V. Syllabus/Assessment Information

THE UNIVERSITY OF MONTANA-MISSOULA  
COLLEGE OF TECHNOLOGY  
BUSINESS TECHNOLOGY DEPARTMENT  

COURSE SYLLABUS

COURSE NUMBER AND TITLE: BUS103S Principles of Business

DATE REVISED: Fall 2008

SEMESTER CREDITS: 3

FACULTY: Niki Robinson  
E-MAIL ADDRESS: Niki.Robinson@mso.umt.edu  
PHONE NUMBER: 243-7802  
OFFICE LOCATION: Across from AD12  
OFFICE HOURS: Posted on office door or by appointment

COURSE DESCRIPTION: An introduction to the world of business. Includes the American business systems, capitalism, and the economic environment. Examines the types of business organizations, management, marketing, production, labor, financing, and business/governmental regulations. Focus is on the entrepreneurial business person and global competition.

STUDENT PERFORMANCE OUTCOMES:

Upon completion of this course, the student will be able to:

1. Analyze economic systems including capitalism, socialism, and communism and compare development of economic systems; how businesses operate within those systems; and the impact on business, society, and the individual.

2. Demonstrate understanding of the profound technological and economic changes over the past 100 years particularly in the areas of globalization and international business and the impact on work and social structure.

3. Discuss and create solutions to case studies relative to management, motivation, and leadership theories.

4. Identify the processes used to accomplish organizational goals through planning, organizing, leading, and controlling people and other organizational resources.

5. Differentiate among Theories X, Y, and Z; Taylor’s Scientific Management Theory; Hawthorne Theory; Herzberg Theory; and Expectancy, Reinforcement, and Equity Theories to explore the relationships between businesses and their stakeholders.

6. Explore changes in social demographics, demographic trends, and their effects on businesses.
7. Apply concepts of social responsibility in relation to business ethics, environmental concerns, and equal opportunity in employment.

8. Analyze concepts of business financial control including accounting, banking, management, budgets, and investments.

9. Analyze marketing concepts including product, pricing, promotion, wholesaling, retailing, and distribution.

10. Problem-solve and formulate appropriate business responses to a variety of social issues such as multi-cultural/diverse populations, globalization, social responsibility, ethics, and environmental sustainability.

11. Produce projects which require research, data compilation, data interpretation, and evaluation.

12. Integrate into projects the concepts of price-market mechanisms, stock markets, unions, marketing, entrepreneurial ventures, forecasts, trends, and financial institutions as they impact business and society.

STUDENT PERFORMANCE ASSESSMENT METHODS AND GRADING PROCEDURES:

This course emphasizes a holistic understanding of social/business practices as they relate to the needs of an information-age rather than an industrial society. Projects are required throughout the semester. These projects must address the dynamics of technological change, social change, and values. Topics are developed through class discussion and investigation of business/social trends. Each project is presented in a formal report. Homework, tests, projects, and in-class assignments will be given point values. Total points earned divided by total points possible will represent the percentage grade.

Grading Scale
A  93 - 100
B  86 -  92
C  79 -  85
D  70 -  78

ATTENDANCE POLICY: It is expected that students attend class. In-class group activities cannot be made up. Assignments must be submitted to the instructor by the stated time and due date. Late assignments will be dropped one letter grade. Make-up tests are not offered unless prior arrangements are made.

ACADEMIC HONESTY: All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University.

All students need to be familiar with the Student Conduct Code. The code is available for review online at http://www.umt.edu/SA/VPSA/index.cfm/page/1321.


COURSE OUTLINE:

I. Business Trends  
   A. Opportunities  
   B. Economics  
   C. Global Markets  
   D. Ethics & Social Responsibility

II. Business Ownership  
   A. Forms  
   B. Entrepreneurship  
   C. Small business

TEST I

III. Managing Financial Resources  
   A. Accounting  
   B. Financing  
   C. Investments  
   D. Money and institutions  
   E. Budgets

TEST II

III. Managing Human Resources  
   A. Leadership  
   B. Employee empowerment  
   C. Organization  
   D. Using Technology  
   E. Motivation  
   F. Self-managed teams  
   G. Employee-Management issues
TEST III

IV. Marketing
   A. Customer and stakeholder relationships
   B. Developing and pricing products
   C. Distributing products
   D. Promotion

FINAL EXAM