

**Discovering Business -Business 10 - Section 1 - Course Code 42234**

San Jose State University – Fall 2009 BC102 6:00-8:45 PM – Orgn.& Mangt.

INSTRUCTOR: Roy J. Blitzer - Home Office (650) 326-5489 Dept. FAX (408) 924-3555  
e-mail : [royblitzer@sbcglobal.net](mailto:royblitzer@sbcglobal.net)

Mr. Blitzer is an independent Executive Coach and Management Consultant with 30 years' experience in Human Resources. (See attached bio/vitae for additional data.)

OFFICE HOURS: 45 –60 minutes before and after each class session in BT 546 or the classroom. Also available during the day and evenings before 10 p.m. Please confirm all appointments (prefer phone over voicemail) .

TEXT: Understanding Business, 8th Edition: Nickels, McHugh & McHugh IRWIN

DESCRIPTION, PURPOSE AND DESIRED OUTCOMES: The purpose of the course is to provide student participants with an overview of today's business environment. They will learn a global perspective to work that will include everything from the role of industry and its impact on our culture to the various key business functions and how they interact in the competitive and ever-changing economy. Emphasis is on the real world and practical application of concepts and theories through lecture, discussion, and group interactions.

LEARNING OBJECTIVES: The course will focus on four objectives – to provide a basis for selecting a major and specific area of concentration (all business functions will be examined); to provide a career direction (a career plan will be created to serve as a guide); to provide for developing team member and business planning skills (a comprehensive new business plan will be written by a team and orally presented to the class); and to provide a base level of business understanding to ensure success in upper division business courses.

ASSIGNMENTS: See reverse side for scheduling and deadlines. All work must be "typed" or 'computered' and is due **on time** (on the date outlined). Examinations and quizzes are closed book, and any late assignments and missed quizzes are graded zero. **There are no make-up examinations.** Extension requests will not be considered after the fact, unless authorized by Department Chair approved policy. Most hand-outs and assignment sheets can be found on my internet site: [www.cob.sjsu.edu/blitzer\\_r/](http://www.cob.sjsu.edu/blitzer_r/)

EXPECTATIONS: Students should be prepared to participate actively in class, spend from six to eight hours per week studying, and understand the material for spot quizzes created from readings or class discussions.

GRADING CRITERIA: 1. Homework/Quizzes - 10%  
2. Career Mngt. Plan - 10% 4. Business Plan -20%

3. Mid Term Exam - 30%      5. Final Exam -30%

100-93=A; 92-90=A-; 89-87=B+; 86-82=B;80-81=B-;79-77=C+;76-72=C; 71-70=C-  
69-67=D+; 66-62=D; 62-60=D- Below 60=We need to talk

**BUSINESS 10 - ASSIGNMENTS**

<i>Class CH</i>	<i>Date</i>	<i>Subject</i>	<i>Homework</i>	<i>Read</i>
1	8/26	Course Overview Explanation / Administrivia		
		<u>Business Economics</u>		
		The Profit Motive	Profile	3- 27 1
		Supply and Demand		" - " 1
2	9/2	Competition		29-52 2
		<u>Business Management</u>		
		History		
		Types of Organizations		116-147 5
3	9/9	Global Impact	Exchange	58- 87 3
		Legal Impact		88-114 4
		Ethical Impact	McD	" - " 4
4	9/16	The Process of Managing		180-203 7
		Skills of Managing		" " 7
		Organizing the Business		205-
231	8			
5	9/23	Entrepreneurship and Small Business		148-179 6
		Teams-Names of Business Planning Team Submitted (5 per)		" " 6
		Business Plan Assignment and Expectations		
		<u>Business People</u>		
6	9/30	Human Resources and Human Motivation		258-285 10
		Human Resources and Responsibilities		286-319 11
		Human Resources and Key Relationships		" - "
		Human Resources and Interpersonal Skills Unions		320-347
		<u>Business Functions</u>		
7	10/7	Career Management - Plan Assignment		prl 2 -28
8	10/14	<b>MIDTERM EXAMINATION</b>		
9	10/21	Functions Overview, Manufacturing, Purchasing		232-257 9
		Materials Management & Inventory Control	Price	" " 9
		Producing Services	Schedule	" " 9
10	10/28	Technology & Managing Information		594-617 BB
		Engineering & Productivity	Quality	
		Accounting		454-481 17
11	11/4	Finance		482-509 18
		Banking & Financial Institutions		510-543 19
		<u>Business Marketing</u>		
		Definitions	Career	348-373 13
		Features, Benefits & Functions	Positions	374-401 14
		Product Life Cycle	Ads	" - " 14
		Distributing Products		402-428 15
12	11/11	Advertising & Differentiating the Product	Business Pan	430-453 16
		Sales and Selling		" - " 16
		Negotiating		" - " 16
		Investing		544 - 571 20
13	11/18	Business Plan Presentations		
14	12/2	Business Presentations		

