

## **VIII. COURSE SYLLABI**

### **C. BUSINESS ADMINISTRATION COURSES**

- BUSI 3311: Legal Environment of Business
- BUSI 3312: Organizational Behavior
- BUSI 3313: Marketing Principles
- BUSI 3321: Operations Management
- BUSI 3322: Supply Chain Management
- BUSI 3323: Human Resource Management
- BUSI 3331: Business Negotiations
- BUSI 3341: Advanced Statistical Methods
- BUSI 4261: Entrepreneurship
- BUSI 4311: e-Commerce
- BUSI 4321: International Business
- BUSI 4351: Internship
- ASSE 4311: Learning Assessment III / Administrative Strategy and Policy

**Course Title: BUSI 3311: Legal Environment of Business**

**Semester Credit Hours: 3 (3,0)**

**I. Course Overview**

This course covers the legal environment in which all businesses must operate. It consists of a survey of major business law concepts, including contracts. Emphasis is placed on commercial law and labor law in Saudi Arabia.

**II. PMU Competencies and Learning Outcomes**

It is imperative that students be aware of legal issues affecting business. Students become acquainted with major business law concepts which will make them more efficient and effective managers of the legal issues affecting their organizations.

- Critical thinking and problem solving are developed as students analyze assigned questions, exercises, problems and cases.
- Oral, written and listening skills are developed as students are encouraged to participate in class, to do written homework assignments and to interact with other classmates.
- Teamwork is promoted as students are encouraged to work as part of a group in their case analysis.
- Modern information technology is utilized through the Internet as a learning resource and spreadsheets as tools in classroom preparation and homework assignments.

**III. Detailed Course Description**

This course provides students with an understanding of the legal system in Saudi Arabia. Students are introduced to complex legal rules and court decisions affecting those in business. Particular attention is given to the law governing contracts as well as commercial law in Saudi Arabia. Students explore how the Saudi court system operates. The course provides an introduction to the basics of international law for business, and how it interacts with the Saudi legal system. Some specific topics covered include the law of contracts, and formation and dissolution of companies.

**IV. Requirements Fulfilled**

This is a required course for all business administration majors.

**V. Required Prerequisites**

Sophomore year standing

## VI. Learning Outcomes

- To have a good understanding of the legal environment in which business operates in Saudi Arabia.
- To understand how the Saudi legal system interacts with international law.
- To increase analytical reasoning skills by studying actual court decisions. Logical thinking abilities, oral presentation skills, and written communication skills are fostered as students analyze the cases.
- To develop interpersonal skills including the ability to work effectively with others.

## VII. Assessment Strategy

Student performance is assessed through examination, short quizzes, writing assignments and case analysis. The final grade is assessed as follows:

Mid-term exam 1:	20% of final grade
Mid-term exam 2:	20% of final grade
Final comprehensive exam:	30% of final grade
Writing assignments, cases, and quizzes (at the instructor's discretion):	30% of final grade

This course teaches students how to work individually and in a small group setting. The comprehensive final examination encourages students to integrate what they have learned during the semester.

## VIII. Course Format

This course is composed of lectures, homework assignments, writing assignments and group projects. The course is conducted in a manner that encourages class participation by the students. Students are expected to attend all classes, read the assigned material before class, and complete the homework assignment prior to coming to class each day. They are expected to spend an average of two hours per week outside of class for each hour of lecture. Students are encouraged to work in groups. They should first study each chapter independently and then follow up with a group discussion.

<b>Classroom Hours</b> (3 hours per week)	<b>Class:</b> 3
	<b>Lab:</b> 0

## **IX. Topics to be Covered**

- A. Introductory legal concepts
  - 1. Introduction to law and legal reasoning
  - 2. The classification and branches of law
  - 3. Courts and alternative dispute resolution
  - 4. Islamic Law sources
  - 5. International legal systems
- B. Torts and crimes
  - 1. Torts and cyber-torts
  - 2. Product liability
  - 3. Intellectual property and Internet law
  - 4. Criminal law and cyber-crimes
- C. Contracts and e-contracts
  - 1. Nature and terminology
    - a. Express and implied in fact contracts
    - b. Void, voidable and unenforceable contracts
    - c. Unilateral and bilateral contracts
    - d. Executed and executory contracts
    - e. Quasi-contracts
    - f. e-Commerce and the law of contracts
    - g. Interpretation of contracts
  - 2. Essentials of a valid contract Agreement
  - 3. Legality of contracts
  - 4. Capacity and consent
    - a. Written contracts
    - b. Third party rights
    - c. Performance and discharge
    - d. Breach of contract and remedies
    - e. e-Contracts
  - 5. Business organizations
    - a. Business organizations under Saudi law
    - b. Formation and financing of companies
    - c. Commercial and civil companies
    - d. Mergers, consolidation and termination

## **X. Laboratory Exercises**

This course does not require a separate lab.

## **XI. Technology Component**

Students are expected to have a computer account on the *BLACKBOARD* or similar service to communicate via e-mail and should sign up for the online discussion group or the class. They are also expected to be familiar with the use of the Internet. Collaborative learning problems and cases require the student to use word processing programs, spreadsheets and other information/computer technologies.

Students should have the capability to use electronic references such as *Lexis/Nexis*.

## **XII. Special Projects / Activities**

During the semester students are assigned to a group where they research an important legal issue, analyze it and present their findings to the class. In addition there are written assignments on selected topics. Writing assignments must be typewritten.

## **XIII. Textbooks and Teaching Aids**

### **A. Required Textbook**

1. Clarkson, Kenneth W., Miller, Roger Leroy, Jentz, Gaylord A., and Cross, Frank B., *West's Business Law with Online Research Guide*, 9th Edition, Thomson, 2004.  
ISBN: 0324152825
2. International Business Publications USA, *Saudi Arabia Business Law Handbook*, 4th edition (May 1, 2002)  
ISBN: 0739746537  
[This law handbook contains information on basic business legislation, laws and regulations affecting export-import, business, foreign investments, property rights, taxation. and banking.]

### **B. Alternative Textbooks**

Reed, O. Lee, *Legal and Regulatory Environment of Business*, 13<sup>th</sup> Edition, 2005.  
ISBN: 0072980095

### **C. Supplemental Print Materials**

Study Guide to Accompany *West's Business Law*.  
ISBN: 0324152795

### **D. Supplemental Online Materials**

1. Online course management Web Tutor on WebCT to accompany *West's Business Law*.  
ISBN: 0324274416
2. Web Tutor and supplemental student resources at:  
[http://www.swlearning.com/blaw/wbl/wbl\\_9e/wbl9e.html](http://www.swlearning.com/blaw/wbl/wbl_9e/wbl9e.html)

**Course Title: BUSI 3312: Organizational Behavior**

**Semester Credit Hours: 3 (3,0)**

**I. Course Overview**

To be successful in an organizational setting, individuals need to know how to behave and interact effectively with people. This course provides students with an overview of topics on organizational behavior and organizational structure.

**II. PMU Competencies and Learning Outcomes**

This course provides students with techniques to effectively work in an organization. Theories of leadership, team management and motivation are addressed. The students work on cases in teams and have both written and oral presentations. The Internet is used extensively to collect relevant information for the cases.

**III. Detailed Course Description**

This course focuses on the factors that an individual needs to know in order to successfully interact with others in an organization. The course introduces students to topics in performance management, motivation, communication, leadership, group dynamics, conflict and negotiation, and change management. Ethics, diversity, and small business applications will be addressed.

**IV. Requirements Fulfilled**

This course is required for all students in the College of Business Administration.

**V. Required Prerequisites**

None.

**VI. Learning Outcomes**

- A. To develop an understanding of the theories of human behavior in organizations.
- B. To develop an understanding of individual differences and motivation in the workplace.
- C. To understand team behavior and leadership.
- D. To understand decision making in organizations.
- E. To continue to develop oral and written skills
- F. To understand key issues of ethics and diversity in organizations.
- G. To apply the concepts to small organizations.

## VII. Assessment Strategy

The course grade is determined by three tests, performance on the cases both oral and written and the performance on the semester project. The tests determine if the student has learnt the concepts presented in class. The cases and the semester long project demonstrate the student's ability to critically think and apply the concepts in a comprehensive manner.

### A. Examinations (40% grade)

Three tests to provide feedback on whether each student understands the material and is able to apply it.

### B. Cases – Written Portion (35% of grade)

Demonstrates ability to critically think and cogently present material.

### C. Class Participation – Demonstrates Oral Skills (25% of grade)

This includes points from case presentations as well as discussions that would ensue after the presentation.

The final grade along with the case evaluations is included in the student's portfolio.

## VIII. Course Format

The instruction is a combination of lecture and discussion. The discussions could spill over into online discussions using BLACKBOARD or WebCt. It is recommended that the class be twice a week each session being an hour and half in order to effectively handle case discussions and lecture on the same day.

**Classroom Hours (3 hours per week)**

**Class: 3**

**Lab: 0**

## IX. Topics to be Covered

### A. Introduction to Organizational Behavior

1. Managers and their function
2. Decision making models
3. Organizational behavior define field
4. OB challenges

### B. The Individual

1. Personality and Behavior
2. Values and Attitudes and Behavior
3. Job satisfaction
4. Learning

### C. Perceptions

1. Perceptual process
2. Factors influencing perception
3. Perceptual Errors
4. Perception and Decision Making

- D. Motivation
  - 1. Motivational Process
  - 2. Motivation Theories
  - 3. Motivation Applications (techniques)
- E. Groups and Teams
  - 1. Group definition and classification
  - 2. Group decision-making
  - 3. Team definition and types of teams
  - 4. Factors influencing team effectiveness
  - 5. Team leadership
- F. Communication
  - 1. Communication process
  - 2. Interpersonal communication
  - 3. Barriers to effective communication
  - 4. Communication using information technology
- G. Leadership
  - 1. What is leadership?
  - 2. Theories of leadership
  - 3. Creating effective leaders
- H. Power and Politics
  - 1. Bases of Power
  - 2. Power tactics
  - 3. Politics in the workplace
- I. Conflict and Negotiation
  - 1. Levels of conflict
  - 2. Conflict management
  - 3. Negotiation process
  - 4. Negotiation strategies
- J. Organization Structure
  - 1. Factors in Organization design
  - 2. Organization design and employee behavior
  - 3. Organizational culture
- K. Managing Change in Organizations
  - 1. Challenges of Change
  - 2. Change Approaches
  - 3. Promoting Change
- L. Other Issues
  - 1. Ethics in organization and management
  - 2. Diversity
  - 3. Small business and start up applications

## **X. Laboratory Exercises**

This course does not require any lab sessions.

## **XI. Technology Component**

The course uses BLACKBOARD or *WebCt* for communication between instructor and student and for between students for working on the cases. All assignments are submitted through BLACKBOARD of *WebCt*. The research for the cases is done using the Internet.

## **XII. Special Projects/Activities**

Each class session should begin with a case from text. The students relate the concepts in each class period to the case that is assigned for the day.

## **XIII. Textbooks and Teaching Aids**

### A. Required Textbook

Don Hellriegel and Slocum, John W. Jr., *Organizational Behavior*, Tenth Edition, Thomson Southwestern Pub., 2004  
ISBN:0324156847

### B. Alternative Textbooks

Robbins, Stephen P. *Organizational Behavior*, Tenth Edition, Prentice Hall, 2003.  
ISBN: 0131000691

### C. Supplemental Print Materials

None.

### D. Supplemental Online Materials

None.

**Course Title: BUSI 3313: Marketing Principles**

**Semester Credit Hours:** 3 (3,0)

**I. Course Overview**

Marketing is a key activity for a business to survive in a competitive environment. This course introduces students to the key marketing issues that they need to understand to effectively market a firm's products. A broad array of topics is addressed including marketing in the current global and technological environment.

**II. PMU Competencies and Learning Outcomes**

This course requires students to utilize their analytical skills. The cases and the semester long project require students to work in teams, with both oral and written presentations of the material. The Internet is used to collect relevant information for the cases and project.

**III. Detailed Course Description**

To effectively market a product, a number of factors must be considered. This course explores, marketing principles, including marketing strategy, decisions related to the product such as product distribution and pricing, targeting consumers, the difference between marketing to consumers versus businesses. The course also explores issues in advertising and other marketing communication methods, determining an advertising mix and sales promotions. Additional topics include e-marketing, entering global markets and marketing ethics.

**IV. Requirements Fulfilled**

This course is required for all students in the College of Business Administration.

**V. Required Prerequisites**

- MATH 1313: Statistical Methods

**VI. Learning Outcomes**

- To understand the role of marketing in an organization.
- To understand consumer characteristics and target segment identification and marketing.
- To understand product pricing and branding.
- To understand the role of advertising and other marketing communication methods and how to effectively use them.
- To learn about market ethics.
- To develop oral and written skills.

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## VII. Assessment Strategy

The course grade is determined by three tests, performance on the cases both oral and written and the performance on the semester project. The tests determine if the student has learnt the concepts presented in class. The cases and the semester long project demonstrate the student's ability to critically think and apply the concepts in a comprehensive manner.

A. Examinations (30% grade)

Three tests to provide feedback on whether each student understands the material and is able to apply it.

B. Cases – Written Portion (20% of grade)

Demonstrates ability to critically think and cogently present material.

C. Class Participation – Demonstrates Oral Skills (10% of grade)

This includes points from case presentations as well as discussions that would ensue after the presentation.

D. Homework (15% of grade)

Problems oriented homework to develop quantitative capabilities.

E. Semester Long Project (25% of grade)

Ability to integrate all the concepts that are presented in class, ability to do research and organize material.

The final grade along with the case evaluation and copy of the final semester long project is included in the student's portfolio.

## VIII. Course Format

The instruction is a combination of lecture and discussion. The discussions could spill over into online discussions using BLACKBOARD or WebCt. It is recommended that the class be twice a week each session being an hour and half in order to effectively handle case discussions and lecture on the same day.

**Classroom Hours (3 hours per week)**

**Class: 3**

**Lab: 0**

## IX. Topics to be Covered

A. Introduction to marketing

1. What is marketing?
2. Customer relationship management
3. Marketing challenges

B. Company and marketing strategy

1. How does marketing strategy fit with company strategy?
2. Marketing process

3. Marketing for competitive advantage
4. Managing the marketing effort
- C. Managing the market information
  1. Analyzing the marketing environment
  2. Assessing information needs
  3. Developing marketing information
  4. Analyzing marketing information
  5. Data mining
- D. Consumer versus business buyers
  1. Models of consumer behavior
  2. Business buyer characteristics
  3. Government markets
- E. Building the right relationships with the right customer
  1. Market segmentation and techniques
  2. Target marketing
- F. Product, pricing and branding
  1. Defining the product
  2. Product and service decisions
  3. New product development
  4. Product line and product mix
  5. Pricing strategies
  6. Branding strategies
- G. Marketing channels
  1. Nature and importance of marketing channels
  2. Vertical vs. horizontal marketing systems
  3. Multichannel distribution systems
  4. Channel design and management
- H. Advertising and sales promotions
  1. Types of advertisements
  2. Developing and executing the advertising program
  3. Evaluating the advertising program
  4. Sales promotion objectives, tools, execution and evaluation
- I. The global marketplace
  1. Factors to consider when planning to go global
  2. Assessing how to enter a foreign market
  3. Assessing product mix and pricing in foreign market
- J. E-marketing
  1. The Internet and WWW
  2. e-Commerce domains (B2C, B2B, etc.)
  3. Marketing on the Web
  4. Personalization
  5. Marketing in a small business setting
- K. Marketing ethics
  1. Ethical and legal issues in marketing
  2. Society and norms
  3. Social responsibility

## **X. Laboratory Exercises**

This course does not require a separate lab.

## **XI. Technology Component**

The course uses BLACKBOARD or WebCt for communication between instructor and student and for between students for working on the cases. All assignments are submitted through BLACKBOARD or WebCt. The research for the cases and the semester long project is done using the Internet.

## **XII. Special Projects/Activities**

Each class session should begin with a case. The students relate the concepts in each class period to the case that is assigned for the day.

A semester-long project requires each group to develop a marketing plan for a product. All concepts discussed in class must be addressed in the project.

## **XIII. Textbooks and Teaching Aids**

### **A. Required Textbook**

Kotler, Philip, and Armstrong, Gary *Principles of Marketing*, 10<sup>th</sup> Edition, Pearson Prentice Hall, 2004.  
ISBN: 0131088300

### **B. Alternative Textbooks**

Perreault Jr., William D., McCarthy, E. Jerome, *Basic Marketing w/ Student CD, PowerWeb, Apps Manual [2004-2005]*, & *The Marketing Game*, 15th Edition Irwin McGraw Hill, 2005  
ISBN: 0072983825

Kerin, Roger A., Berkowitz, Eric N., Hartley, Steve W., and Rudelius, William, *MP Marketing with Student CD and PowerWeb*, 7<sup>th</sup> Edition.: Irwin McGraw Hill, 2003.  
ISBN: 0072553391

### **C. Supplemental Print Materials**

None.

### **D. Supplemental Online Materials**

None.

**Course Title: BUSI 3321: Operations Management**

**Semester Credit Hours:** 3 (3,0)

**I. Course Overview**

Whether a firm produces goods and/or provides services, the management of the process that creates the goods and/or provides services is critical. This course provides students with an understanding of the factors that must be analyzed and controlled to efficiently produce goods or provide services. The course also introduces students to operations research methods that are used to make production decisions.

**II. PMU Competencies and Learning Outcomes**

This course requires students to utilize their analytical skills. Students are assigned homework problems that are solved individually. The cases require students to work in teams, with both oral and written presentations of the material. The Internet is used to collect relevant information for the cases. Microsoft Excel is used to solve problems. The CD-ROM packaged with the textbook is used to reinforce concepts.

**III. Detailed Course Description**

The production process is discussed. The course also introduces students to a number of topics that form the foundation for making operational decisions. Topics include forecasting techniques, capacity planning, plant location, inventory management, quality control, MRP and ERP systems and supply chain management and project management. The course introduces students to decision theory, and linear programming.

**IV. Requirements Fulfilled**

This course is required for all students in the College of Business Administration.

**V. Required Prerequisites**

- MATH 1311: Finite Mathematics for Students of Business
- MATH 1312: Calculus for Students of Business
- MATH 1313: Statistical Methods

**VI. Learning Outcomes**

- A. Understand the production process.
- B. Develop analytical skills by learning the operations research methods.
- C. Learn how to effectively use information technology for decision-making.
- D. Understand the various decisions that have to be made for efficient production of goods.
- E. Develop oral and written skills

## VII. Assessment Strategy

The course grade is determined by three tests, performance on the cases and homework assignments. The tests determine if the student has learnt the concepts presented in class. The cases and the homework problems assess analytical skills, ability to critically think and apply the concepts learnt.

### A. Examinations (35% grade)

Three tests to provide feedback on whether each student understands the material and is able to apply it.

### B. Cases – Written Portion (20% of grade)

Demonstrates ability to critically think and cogently present material.

### C. Class participation – Demonstrates Oral Skills (15% of grade)

This includes points from case presentations as well as discussions that would ensue after the presentation.

### D. Homework (30% of grade)

Problems oriented homework to develop quantitative capabilities.

The final grade along with the case evaluation and copy of the final semester long project is included in the student's portfolio.

## VIII. Course Format

The instruction is a combination of lecture, problem solving and discussion. The discussions and problem solving could spill over into online discussions using BLACKBOARD or WebCt. It is recommended that the class be twice a week each session being an hour and half in order to effectively handle case discussions and lecture on the same day.

**Classroom Hours (3 hours per week)**

**Class: 3**

**Lab: 0**

## IX. Topics to be Covered

### A. Introduction to Operations Management (OM)

1. What is OM?
2. Scope of OM
3. Decisions made by Operations Managers

### B. Decision Making tools

1. Decision theory
2. Linear Programming
3. Forecasting techniques
4. Sampling techniques
5. Simulation Techniques

- C. Product and Service Design
  - 1. Why develop new or redesigned products or services
  - 2. Legal, ethical and environmental issues
  - 3. Manufacturing and service design issues
- D. Capacity planning
  - 1. Significance of capacity decisions
  - 2. Determining capacity requirements
  - 3. Evaluating alternatives
- E. Process Selection and Facility Layout
  - 1. Process Selection process
  - 2. Designing process layouts
- F. Location Planning and Analysis
  - 1. The need and nature of location decisions
  - 2. Process of making location decisions
  - 3. Factors affecting location decisions
  - 4. The transportation model
- G. Quality
  - 1. Factors to consider
  - 2. Statistical process control
  - 3. Total quality management
  - 4. Quality control strategy
- H. Supply Chain Management (SCM)
  - 1. The need for SCM
  - 2. Managing the Supply Chain
  - 3. Logistics issues
  - 4. e-Commerce and the supply chain
- I. Inventory Management
  - 1. The need for inventory
  - 2. Inventory management models
- J. Aggregate Planning
  - 1. What is aggregate planning
  - 2. Meeting uneven demand
  - 3. Aggregate planning techniques
- K. MRP and ERP
  - 1. MRP process
  - 2. MRP in production vs. services
  - 3. What are ERP and its significance
  - 4. ERP Software packages
- L. Just-in-time Systems
  - 1. JIT goals
  - 2. JIT implementation issues
- M. Scheduling
  - 1. Scheduling importance and issues
  - 2. Scheduling models
- N. Project Management
  - 1. Project life cycle
  - 2. Project Management issues
  - 3. PERT and CPM

**X. Laboratory Exercises**

This course does not require a separate lab.

**XI. Technology Component**

The course will use *BLACKBOARD* or *WebCt* for communication between instructor and student and for between students for working on the cases. All assignments are submitted through *BLACKBOARD* or *WebCt*. Students use Microsoft Excel to do their homework assignments.

**XII. Special Projects/Activities**

Each class session should begin with a case. The students relate the concepts in each class period to the case that is assigned for the day.

**XIII. Textbooks and Teaching Aids**

A. Required Textbook

Stevenson, William J., *Operations Management with Student DVD and Powerweb*, Eighth Edition, McGraw-Hill Irwin Publishing, 2005.  
ISBN: 0072971223

B. Alternative Textbooks

Chase, Richard B., Jacobs, F. Robert, Aquilano, Nicholas J., *Operations Management for Competitive Advantage with Student-CD* Tenth Edition, McGraw Hill.  
ISBN: 0072845074

C. Supplemental Print Materials

None.

D. Supplemental Online Materials

None.

**Course Title: BUSI 3322: Supply Chain Management**

**Semester Credit Hours:** 3 (3,0)

**I. Course Overview**

Technology and the ability to share information almost instantly have revolutionized how organizations manage inventory both of raw materials and finished goods, production and distribution of their products. The course provides students with the fundamental information to manage a supply chain, including strategy, planning and operation of a supply chain.

**II. PMU Competencies and Learning Outcomes**

This course requires students to utilize their analytical skills. The cases and the semester long project require students to work in teams, with both oral and written presentations of the material. The Internet is used to collect relevant information for the cases and project. Microsoft Excel is used as tool to do the analysis of the cases and homework assignments.

**III. Detailed Course Description**

A critical factor that is necessary for the smooth operation of the firm is the almost flawless performance of its supply chain. This course provides students with concepts necessary to manage a supply chain. Topics include a detailed analysis of the supply chain drivers and obstacles, logistics, modeling supply and demand, inventory management, distribution strategies, making sourcing decisions, transportation, coordination in a supply chain and the IT requirements to manage a supply chain.

**IV. Requirements Fulfilled**

This course is an elective in the Business Administration major.

**V. Required Prerequisites**

- BUSI 3321: Operations Management
- MATH 1311: Finite Mathematics for Students of Business
- MATH 1312: Calculus for Students of Business
- MATH 1313: Statistical Methods

**VI. Learning Outcomes**

- To learn the factors that must be considered in designing and managing a supply chain.
- To learn about the modeling techniques used to make decisions within a supply chain.
- To understand the role of information and information technology in supply chains.
- To further develop quantitative skills
- To develop oral and written skills

## VII. Assessment Strategy

The course grade is determined by three tests, oral and written performance on cases, and performance on the semester project. The tests determine if the student has learnt the concepts presented in class. The cases and the semester long project demonstrate the student's ability to think critically and apply the concepts in a comprehensive manner.

A. Examinations (30% grade)

Three tests to provide feedback on whether each student understand the material and is able to apply it.

B. Cases – Written Portion (20% of grade)

Demonstrates ability to critically think and cogently present material.

C. Class participation – Demonstrates Oral Skills (10% of grade)

This includes points from case presentations as well as discussions that would ensue after the presentation.

D. Homework (15% of grade)

Problem-oriented homework to develop quantitative capabilities.

E. Semester Long Project (25% of grade)

Ability to integrate all the concepts that are presented in class. Ability to do research and organize material.

The final grade along with the case evaluation and copy of the final semester long project is included in the student's portfolio.

## VIII. Course Format

The instruction is a combination of lecture and discussion. The discussions could spill over into online discussions using BLACKBOARD or WebCt. It is recommended that the class meet twice a week with each session being an hour and half in order to effectively handle case discussions and lecture on the same day.

**Classroom Hours (3 hours per week)**

**Class: 3**

**Lab: 0**

## **IX. Topics to be Covered**

- A. Introduction to supply chain management
  - 1. What is supply chain management
  - 2. The importance of supply chain management
  - 3. Examples of supply chains
- B. Supply chain drivers and obstacles
  - 1. Competitive and supply chain strategies
  - 2. Drivers of supply chain performance
  - 3. Obstacles in designing supply chains
- C. Designing the logistics network
  - 1. Factors influencing the network design
  - 2. Design options for the network
  - 3. The influence of uncertainty in network design
- D. Planning demand and supply in a supply chain
  - 1. Role of forecasting and forecasting models
  - 2. Role of aggregate planning and strategies
  - 3. Managing supply
  - 4. Managing demand
- E. Inventory management
  - 1. Brief overview of inventory models
  - 2. Managing uncertainty
  - 3. Determining optimal level of product availability
- F. Distribution strategies
  - 1. Role of distribution in the supply chain
  - 2. Factors affecting distribution strategies
  - 3. Distribution strategies – pros and cons
- G. Sourcing decisions
  - 1. Supplier sourcing and assessment
  - 2. Supplier selection and contracts
  - 3. International suppliers – risks and advantages
- H. Transportation
  - 1. Factors affecting transportation decisions
  - 2. Design options for a transportation network
  - 3. Routing and scheduling in transportation
- I. Coordination in the supply chain
  - 1. Role of information
  - 2. The Bullwhip Effect
  - 3. Coordination and its influence on performance
  - 4. Building and managing strategic partnerships
- J. Information technology and the supply chain
  - 1. The supply chain it framework
  - 2. ERP and DSS
  - 3. E-business and supply chain

## **X. Laboratory Exercises**

This course does not require a separate lab.

## **XI. Technology Component**

The course uses BLACKBOARD or WebCt for communication between instructor and student and for between students for working on the cases. All assignments are submitted through BLACKBOARD or WebCt. The research for the cases and the semester long project is done using the Internet. Students use Excel for analyzing cases and solving homework problems.

## **XII. Special Projects/Activities**

Each class session should begin with a case. The students relate the concepts in each class period to the case that is assigned for the day.

A semester-long project requires each group to design a supply chain for a product. All concepts discussed in class must be addressed in the project.

## **XIII. Textbooks and Teaching Aids**

### **A. Required Textbook**

Chopra, Sunil and Meindl, Peter, *Supply Chain Management: Strategy, Planning and Operation*, 2<sup>nd</sup> Edition: Pearson Prentice Hall, 2003.  
ISBN: 013101028X

### **B. Alternative Textbooks**

Simchi-Levi, David, Kaminsky, Philip, and Simchi-Levi, Edith, *Designing and Managing the Supply Chain with Student CD ROM*, 2<sup>nd</sup> Edition: Irwin McGraw Hill, 2003.  
ISBN: 0072845538

### **C. Supplemental Print Materials**

None.

### **D. Supplemental Online Materials**

None.

**Course Title: BUSI 3323: Human Resource Management**

**Semester Credit Hours: 3 (3, 0)**

**I. Course Overview**

This course serves as an introduction of the human resource concepts in modern organizations (known in the past as personnel and industrial relations). It covers different aspects of managing the human factor in organizations using the tools necessary for its effective management. Coverage includes aspects such as forecasting needs, recruitment, selection, compensation, training, development, evaluation, discipline, and employee assistance.

**II. PMU Competencies and Learning Outcomes**

Various assignments require the use of written communications and oral presentations and discussion in classes which enhance and reinforce communications skills. Teamwork is stressed through group work and exercises. Students are expected to complete assignments and term project using word processing software and the Internet. Human resource software available in the library is discussed. Interpersonal skills and critical thinking is covered through discussion and examination of different topics as they impact the overall interrelated aspects of dealing with the human element.

**III. Detailed Course Description**

This course is an introductory study of the policies, procedures and strategies for human resource management. Topics include assessing human resource needs, work environment, government regulations, job analysis, recruitment, selection, orientation, training, motivation, employee appraisal and compensation systems, safety and health, effective discipline, and labor relations. Computerized systems are discussed along with record maintenance. The course addresses how to monitor effective human resource administration and program costs while accomplishing desired objectives such as employee satisfaction, morale and turnover.

**IV. Requirements Fulfilled**

This course is an elective for the Business Administration major. It may be taken as an elective in other major fields.

**V. Required Prerequisites**

Junior year standing

## **VI. Learning Outcomes**

- To understand the importance of human resources and their effective management in organizations.
- To demonstrate a basic understanding of different tools used in forecasting and planning human resource needs.
- To understand the meaning of terminology and tools used in managing employees effectively.
- To demonstrate an understanding of governmental regulations affecting employees and employers.
- To understand the key issues related to administering the human elements such as motivation, compensation, appraisal, career planning, diversity, ethics, and training.

## **VII. Assessment Strategy**

Three examinations:	60 % of final grade
Homework assignments:	10% of final grade
Class participation:	10% of final grade
Group project:	20% of final grade

## **VIII. Course Format**

A variety of teaching approaches is used including lectures, class discussion, cases, exercises, group project, videos, and guest speakers from local businesses or government. Students are expected to come prepared for classes and be ready to discuss the topics assigned. The instructor addresses questions on aspects that the students could not comprehend by reading on their own. Students are encouraged to take active part in their learning.

<b>Classroom Hours (3 hours per week)</b>	<b>Class: 3</b>
	<b>Lab: 0</b>

## **IX. Topics to Be Covered**

- A. Definition and overview of human resource management
- B. Psychology of work behavior
- C. Organization and employment environments
- D. Government regulations, legal and ethical issues
- E. Job analysis and work scheduling
- F. Human resource planning and forecasting
- G. Recruitment and diversity
- H. Selection measurement and processes
- I. Performance evaluation
- J. Orientation and training
- K. Management development and careers
- L. Compensation and benefits

- M. Managing employee relations
- N. Discipline, dispute resolution, and employee assistance
- O. Employee/management cooperation
- P. Global human resource environment
- Q. Human resource information systems including records and report generations
- R. Ethics in human resource management

**X. Laboratory Exercises**

None.

**XI. Technology Component**

Use of word processing and the Internet are required along with familiarity with employee management software.

**XII. Special Projects / Activities**

Students are divided into groups to address one of the human resource problems encountered or opportunities for improvement in one of the key human resource management aspects in a local company and provide a plan of action for dealing with it. PowerPoint is used to present each group's findings and recommended solutions. A local company representative may be invited to listen to the presentation and provide feedback to the students.

**XIII. Textbooks and Teaching Aids**

A. Required Textbook

DeNisi, A.S., and Griffin, R. W., *Human Resource Management*, 2<sup>nd</sup> Edition. Boston, MA: Houghton Mifflin Company, 2005.  
ISBN: 0395685125

B. Alternative Textbooks

None.

C. Supplemental Print Materials

None.

D. Supplemental Online Materials

The textbook has a student web site.

**Course Title: BUSI 3331: Business Negotiations**

**Semester Credit Hours:** 3 (3,0)

**I. Course Overview**

This course focuses on negotiations in a variety of business settings. The negotiations may involve individuals, groups, and organizations as represented by either of the former categories. The course provides a practical understanding of conflict resolution and negotiations in today's work environment.

**II. PMU Competencies and Learning Outcomes**

Students improve their professional competency through the negotiations exercises in the course. They also draw upon creative thinking and problem solving skills. The skills relating to the interpersonal relationships are enhanced through the learning and practice of this course.

**III. Detailed Course Description**

This course deals with the conceptual foundations and practical applications of negotiations and conflict resolution in the context of the business environment. It includes numerous negotiation exercises as well as explorations of useful analytical frameworks. Negotiation settings involve groups and individuals. The course covers the entire process from deciding on a strategy for the negotiation setting to implementing the actual negotiations to a conclusion. Each student in the course engages in a number of negotiation exercises throughout the course as he or she builds a negotiation style and skills. The purpose is to learn and develop tactical and strategic plans for negotiations that may vary from setting to setting.

**IV. Requirements Fulfilled**

This is a required course for all business administration majors.

**V. Required Prerequisites**

Senior year standing

**VI. Learning Outcomes**

- To develop a competency in negotiations.
- To understand the nature of negotiations.
- To develop a strategic and tactical view of your negotiation style.
- To gain an understanding of the conceptual bases for negotiations so that you can systematically analyze the negotiation process.
- To develop your ability to analyze the other side in negotiations.

## **VII. Assessment Strategy**

### **A. Examination (60% of total grade)**

There is one examination at the end of the course. It covers the major concepts of the course and tests the student's understanding of those concepts.

### **B. Negotiations (40% of total grade)**

Each negotiation session is scored based on the actual outcome relative to the possible outcomes. Points are awarded based on coming closest to the possible outcomes and totaled over the course of the 5 negotiating sessions.

## **VIII. Course Format**

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student presents comments and questions and be part of the discussion in each session. In addition, negotiation exercises are evaluated as part of the grade.

**Classroom Hours (3 hours per week)**

**Class: 3**

**Lab: 0**

## **IX. Topics to be Covered**

- A. The nature of negotiations
  - 1. How to see the money
  - 2. Three approaches to resolving disputes
- B. Pre-negotiation planning
  - 1. Preparing for negotiations
  - 2. Negotiations techniques
  - 3. Secrets of power negotiating
- C. Strategy and tactics
  - 1. Survey of strategies and techniques
  - 2. Assumptions about negotiations and conflict resolution
- D. Communication and cognitive biases
  - 1. Negotiating rationally
  - 2. How to frame a message
  - 3. Psychological traps
  - 4. The behavior of successful negotiators
- E. Finding leverage
  - 1. Breakthrough bargaining
  - 2. Ethics in negotiation
  - 3. Deception and mutual gain
- F. Teams and group negotiations
- G. Global negotiations
- H. Negotiation with customers
- I. When and how to use third party help

**X. Laboratory Exercises**

There are five in-class negotiation exercises. Four of the negotiations are individual (one-on-one) and the other is a group exercise (team-on-team). The exercises for negotiation are selected from the exercises in the text and the negotiators are selected at random at the time of the exercise.

**XI. Technology Component**

None.

**XII. Special Projects/Activities**

None.

**XIII. Textbooks and Teaching Aids**

A. Required Textbook

Lewicki, R. J., Saunders, D. M., Minton, J. W., Barry, B., *Negotiation: Readings, Exercises, and Cases*, 4<sup>th</sup> Edition. McGraw Hill, 2003.  
ISBN: 0072429658

B. Alternative Textbooks

None.

C. Supplemental Print Materials

None.

D. Supplemental Online Materials

None.

**Course Title: BUSI 3341: Advanced Statistical Methods**

**Semester Credit Hours: 3 (3,0)**

**I. Course Overview**

Advanced Statistical Methods covers advanced statistical techniques that are used in business to analyze data. These techniques include linear and logistic regression, ANOVA/ANCOVA, path analysis and CHI squared analysis along with other techniques. Students acquire the necessary statistical basis for using SPSS in an application environment. This class is intended to follow MATH 1313: Statistical Methods. It covers some of the same topics in more depth than the introductory class and introduces the students to new techniques. SPSS is used as the computer tool for the data analysis.

**II. PMU Competencies and Learning Outcomes**

Students of gain the statistical knowledge of data collection and analysis needed to make rational business decisions using SPSS (Statistical Package for the Social Sciences). The students begin to learn the importance of data in decision making. The data collection in an unbiased manner and the selection of the proper statistical tool is part of this learning experience. Students share ideas and discussions concerning the data and the statistical tests. Students learn how to obtain data from sources available on the Internet and learn how to ensure that the data is valid. They enhance their teamwork and leadership skills by working in groups to achieve the solutions to designated exercises.

**III. Detailed Course Description**

The course reviews the multivariate concepts that the students learned in MATH 1313. Basic concepts of data also are reviewed. Advanced analysis concepts are introduced to the students. These techniques include factorial analysis of variance, path analysis, factor analysis, discriminant analysis and logistic regression. All of these data analysis techniques utilize SPSS and the data sets reflect a business or engineering environment. Emphasis is on the use of statistics to decision making in the managerial context. Emphasis on memorization of formula and algorithms should be minimal.

**IV. Requirements Fulfilled**

BUSI 3341 is a recommended elective for all students in the College of Business Administration.

**V. Required Prerequisites**

Successful completion of:  
MATH 1313: Statistical Methods.

## VI. Learning Outcomes

- To learn to use advanced statistical analysis in decision making.
- To develop an understanding of the appropriate and inappropriate use of statistical data to make inferences.
- To learn how to use professional software in statistical analysis.
- To learn the proper techniques for data collection.
- To learn the appropriate use for the techniques discussed in class.

## VII. Assessment Strategy

For the purpose of final course grades, students should be assessed via their performance on in-class quizzes and exams focusing on the applications of the mathematics to business and finance.

- Weekly assigned homework to get the students familiar with running SPSS programs and interpreting the results.
- Three class-length, in-class exams to assess students' accumulative mastery of content covered prior to time of exam.
- A comprehensive final exam to assess students' accumulative mastery of course material.

Students' final grades are based on 20% credit for the homework, 45% for the in-class exams, and 35% for the final exam.

## VIII. Course Format

Instruction: Primary instruction is to be in a lecture format with the course meeting three times per week for one hour each meeting. At least once per week the students are assigned homework, which require that the students set up a problem using SPSS and then interpret the results. A longer term project that requires students to collect and analyze data also is part of the homework.

Web supplement: The course homepage (using commercial Web tool, WebCt or BLACKBOARD) should contain the following:

- Course syllabus
- Course assignments
- Keys to quizzes and exams (after students have completed them)
- Course calendar (an active utility)
- Course e-mail utility (an active utility)
- Course discussion list (an active utility)
- Student course grades (an active utility)

**Classroom Hours (3 hours per week)**

**Class: 3**

**Lab: 0**

## **IX. Topics to be Covered**

- A. Introduction to multivariate statistics
- B. A guide to multivariate techniques
- C. Pre-analysis data screening
- D. Factorial analysis of variance
- E. Analysis of covariance
- F. Multivariate analysis of variance and covariance
- G. Multiple regression
- H. Path analysis
- I. Factor analysis
- J. Discriminant analysis
- K. Logistic regression
- L. SPSS data sets
- M. The Chi Square Distribution

## **X. Laboratory Exercises**

This course does not require a separate lab but it does require that the students have access to a computer lab with SPSS installed.

## **XI. Technology Component**

The class makes use of personal computers and the latest in SPSS software. Students become proficient in the use of SPSS to analyze data sets. Class lectures make use of computer projection equipment that shows lecture slides and computer demonstrations.

Outside of class the students are expected to communicate interactively with their classmates using the materials posted on the class Web site. Students ask questions, share material, and access supplemental material from the links provided.

## **XII. Special Projects/Activities**

Students are assigned homework projects on a weekly basis. In addition, students must complete a semester-long project in small teams that describe a business situation. The students are required to determine the data needs of the application, collect the data, and then analyze the data using the techniques that they think are most appropriate. If a “real world” project can be identified that can be accomplished in a semester, then it should be used. Otherwise, textbook situations may be appropriate.

### **XIII. Textbooks and Teaching Aids**

#### A. Required Textbook

Mertler, Craig and Vannatta, Rachel, *Advanced and Multivariate Statistical Methods: Practical Application and Interpretation*, Second Edition, Pyrczak Publishing, 2002.  
ISBN:1884585418.

#### B. Alternative Textbooks

Morrison, Morrison, *Multivariate Statistical Methods*, Fourth Edition, Duxbury Press, 2002  
ISBN: 0534387780.

#### C. Supplemental Print Materials

None.

#### D. Supplemental Online Materials

None.

**Course Title: BUSI 4261: Entrepreneurship**

**Semester Credit Hours: 2 (2.0)**

**I. Course Overview**

The course provides an overview of various factors to consider when starting a new venture. The course gives students with an overview of the steps involved in starting their own business, including techniques for evaluating new business opportunities.

**II. Competencies Addressed**

This course requires students to utilize their analytical skills. Furthermore, it requires students to be able to integrate concepts from other courses. Case studies and a semester-long project require students to work in teams, and to provide both oral and written presentations of material. The Internet is used to collect relevant information for cases and project. Microsoft Excel is used as tool to analyze cases and in homework assignments.

**III. Detailed Course Description**

The course introduces students to the fundamentals of starting their own business. Students learn idea generation, opportunity recognition, feasibility analysis, financing, managing a start up and creating business plans. Students assimilate these concepts to develop a business plan for a startup company as part of their semester-long project. Lectures are complemented with case studies and the project to illustrate concepts. Individual and organizational ethics will be stressed in the context of creating successful businesses.

**IV. Requirements Fulfilled**

This course is required for all students in the College of Business Administration.

**V. Required Prerequisites**

- First semester senior standing
- Successful completion of all the following required courses:
  - ACCT 2311: Fundamentals of Financial Accounting
  - ACCT 2321: Fundamentals of Managerial Accounting
  - BUSI 3312: Organizational Behavior
  - BUSI 3313: Marketing Principles
  - BUSI 3321: Operations Management

## VI. Learning Outcomes

Students completing this course will:

- Learn the factors to be considered in starting a business.
- Understand the role of various functional areas in a startup.
- Prepare a plan for starting a new business.
- Apply the concepts learned in other courses to the problems to be faced in starting a new business.
- Appreciate the opportunities and difficulties encountered in starting and operating new businesses.
- Learn how to implement plans and monitor progress.

## VII. Assessment Strategy

The course grade is determined by two tests, oral and written performance on the presentation of case studies and performance on a semester-long project. The tests determine the extent to which the student has learned the concepts presented in class. The cases and the semester project demonstrate the student's ability to think critically and to apply the concepts in a comprehensive manner.

- Two tests – Provide feedback on whether the student understands the material and is able to apply it. (25% of grade)
- Cases (written portion) - Demonstrates ability to think critically and to cogently present material. (10% of grade).
- Cases (oral portion) – Demonstrates oral skills in presenting cases and in participating in discussions that follow the presentation. (15% of grade).
- Semester-long project - Demonstrates ability to integrate the concepts that are presented in class, the ability to do research, and the ability to organize material. (50% of grade).

The final grade along with the case evaluation and copy of the final semester-long project are included in the student's portfolio.

## VIII. Course format

Instruction is a combination of lectures, discussion, guest speakers, and student presentations.

**Classroom Hours (2 hours per week)    Class: 2**  
**Lab: 0**

## **IX. Topics to be Covered**

- A. What is entrepreneurship?
- B. Characteristics of a successful entrepreneur
- C. How to select a product or service to satisfy a customer need
- D. Planning is the key
- E. Essentials of a business plan: Production (or service), marketing, human resources, and financing
- F. Legal aspects of business
- G. Importance of negotiating skills
- H. Small business marketing and selling
- I. Role of technology in successful ventures
- J. Financial strategies
- K. Managing a small business
- L. Growing and ending the business

## **X. Laboratory Exercises**

This course does not require a separate lab.

## **XI. Technology Component**

The course uses WebCt or Blackboard for communication between instructor and student and between students working on cases. All assignment submission are completed through WebCt or Blackboard. The research for the cases and the semester long project are conducted using the Internet. Students use Excel for analyzing cases and for their semester-long project.

## **XII. Special Projects**

Students will be divided into teams, which will select a business and develop a comprehensive plan for starting and operating the business. The plan will include all aspects of operations including delivering the product or service, marketing, financing, and human resources. Team members may assume different functional roles in the business and work cooperatively to prepare a business plan. The team will present the project to the class and participation in class discussion of the project.

The student plan is intended to provide a blueprint for starting a new business and to facilitate financing the proposed business. The professor may invite selected leaders from the local business community business to attend presentations and provide an assessment of plan viability.

### **XIII. Textbooks and Teaching aids**

#### **A. Required Textbook**

Timmons, J.A., Spinelli, S. *New Venture Creation: Entrepreneurship for the 21st Century with PowerWeb and New Business Mentor CD*, 6<sup>th</sup> Edition, 2004.

#### **B. Alternative Textbooks**

Coulter, Mary, *Entrepreneurship in Action*, 21nd Edition, Prentice Hall, 2003  
ISBN: 0-13-101101-4

#### **C. Supplemental Print Materials**

Masriotti, Steve, DeSalvo, Debra, and Towle, Tony, *The Young Entrepreneur's Guide to Starting and Running a Business*, Three River Press, 2000  
ISBN: 0-8129-33-6-0

#### **D. Supplemental Online Materials**

Students are encouraged to use the Internet to find information about different topics in collecting financial and other data for their selected new businesses.

**Course Title: BUSI 4311: e-Commerce**

**Semester Credit Hours:** 3 (2,1)

**I. Course Overview**

The Internet has revolutionized how firms communicate and conduct business. In this course students gain an overview of the issues that a firm planning to do business on the Internet needs to consider. The course addresses technological, strategic and operational issues that must be addressed to be successful in e-commerce.

**II. PMU Competencies and Learning Outcomes**

This course requires students to utilize their analytical skills and technological skills. The cases and the semester long project require students to work in teams, with both oral and written presentations of the material. The Internet is used extensively to collect relevant information for the cases and project. Students build technology competence as they develop a prototype interface as part of their semester long project.

**III. Detailed Course Description**

This course focuses on the factors that a firm needs to consider when doing business on the Internet. It also introduces students to the technological issues that must be addressed to be able to conduct e-commerce. The focus, however, of the course is on e-commerce strategies, Internet consumers, marketing and pricing strategies.

**IV. Requirements Fulfilled**

This course is an elective for Business Administration majors.

**V. Required Prerequisites**

- BUSI 3313: Marketing Principles
- MISY 2311: Introduction to MIS

**VI. Learning Outcomes**

- To learn the factors that must be considered for e-commerce.
- To understand the role of information and information technology in e-commerce.
- To understand marketing and communication in the Internet age.
- To understand the differences between B2C, B2B and B2G selling and communication.
- To understand pricing strategies.
- To develop oral and written skills.
- To develop technological skills.

## VII. Assessment Strategy

The course grade is determined by three tests, performance on the cases both oral and written and the performance on the semester project. The tests determine if the student has learnt the concepts presented in class. The cases and the semester long project demonstrate the student's ability to critically think and apply the concepts in a comprehensive manner.

### A. Examinations (35% grade)

Three tests to provide feedback on whether each student understands the material and is able to apply it.

### B. Cases – Written Portion (25% of grade)

Demonstrates ability to critically think and cogently present material.

### C. Class participation – Demonstrates Oral Skills (10% of grade)

This includes points from case presentations as well as discussions that would ensue after the presentation.

### D. Homework (15% of grade)

Problems oriented homework to develop quantitative capabilities.

### E. Semester Long Project (30% of grade)

Ability to integrate all the concepts that are presented in class, ability to do research and organize material and develop a website.

The final grade along with the case evaluation and copy of the final semester long project is included in the student's portfolio.

## VIII. Course Format

The instruction is a combination of lecture and discussion and computer laboratory. The discussions could spill over into online discussions using BLACKBOARD or WebCt.

**Classroom Hours (3 hours per week)**

**Class: 2**

**Lab: 1**

## IX. Topics to be Covered

### A. Introduction to Internet and WWW

1. Brief history of the Internet
2. World Wide Web - significance

### B. Basic introduction to developing web pages

1. HTML and its variants
2. Software for web development
3. Frontpage - tutorial

### C. Technological issues

1. Customer interface design
2. Back end computing needs

- D. Selling Strategies
  - 1. Bricks and mortar vs. pure Internet
  - 2. Combination
  - 3. Information good vs. physical good
- E. Consumer management
  - 1. Data collection
  - 2. Personalization techniques
  - 3. Ethical issues
- F. Pricing and payment mechanisms
  - 1. Fixed price
  - 2. Auctions
  - 3. Bundling
  - 4. Payment mechanisms
- G. Internet advertising strategies
  - 1. Advertising techniques on the web
  - 2. Advertising mix
  - 3. Payment models for advertisements
- H. Business approaches on the Internet
  - 1. Business to consumer (B2C)
  - 2. Business to business (B2B)
  - 3. Business to government (B2G)
  - 4. Government to citizens (G2C)
- I. Security
  - 1. Causes of security failure
  - 2. Techniques for maintaining security
- J. Ethical and legal issues
  - 1. Privacy
  - 2. Piracy
  - 3. Legal and public policy issues

## **X. Laboratory Exercises**

This course requires computer lab sessions. The sessions provide hands-on experience in using a software tool to design and implement a prototype website for doing business.

## **XI. Technology Component**

The course uses BLACKBOARD or WebCt for communication between instructor and student and for between students for working on the cases. All assignments are submitted through BLACKBOARD or WebCt. The research for the cases and the semester long project is done using the Internet. Students use a software package to develop a prototype Web site for a business.

## **XII. Special Projects/Activities**

Each class session should begin with a case. The students relate the concepts in each class period to the case that is assigned for the day.

A semester-long project requires each group to design a website for a business to do e-commerce. The students do an industry analysis for the product that they choose to sell on the web. Additionally, they have to create a marketing plan, advertising plan and technology infrastructure for the business. They implement a prototype website for the selling the product. The prototype focuses only on the customer interface. Additionally, concepts discussed in class must be addressed in the project.

## **XIII. Textbooks and Teaching Aids**

### **A. Required Textbook**

1. Rayport, Jeffrey, Jaworski, Bernard, and Breakaway Solutions Inc. *Introduction to e-Commerce*, 2<sup>nd</sup> Edition: McGraw-Hill, 2004. ISBN: 0072865253
2. Shelly, Gary B., Cashman, Thomas J., and Quasney, Jeffrey, *Microsoft Office Frontpage 2003: Complete Concepts and Techniques*. 1<sup>st</sup> edition: Thomson Course Technology, 2004. ISBN: 0619200464

### **B. Alternative Textbooks**

None.

### **C. Supplemental Print Materials**

Mohammed, Rafi, Fisher, Robert, Jaworski, Bernard, Paddison, Gordon, *Internet Marketing: Building Advantage in a Networked Economy*, 2<sup>nd</sup> Edition: McGraw-Hill, 2004. ISBN: 0072538422

### **D. Supplemental Online Materials**

None.

**Course Title: BUSI 4321: International Business**

**Semester Credit Hours: 3 (3, 0)**

**I. Course Overview**

This course looks at doing business internationally and at the global economy. While doing business internationally generates additional opportunities it also complicates the choice that organizations must make. The course focuses on the fundamental economic, financial, and political factors affecting firms in the global arena.

**II. PMU Competencies and Learning Outcomes**

Each student learns lessons in organizational culture and global awareness. The study of business settings in the global economy introduces the student to a wide range of business scenarios. The student sees the business world from an international perspective and as such reinforces economic concepts and models. The students have the opportunity for written and oral communications.

**III. Detailed Course Description**

The presents different frameworks or models for understanding the world and its various economic and political systems. The students have a number of ways for thinking about these fundamental concepts and how they affect an organization's ability to business internationally. The course also encourages the student to develop a personal model by questioning the traditional assumptions. The main focus of the course is how individuals, organizations, countries, and markets are connected to one another and how those connections affect business. The course also focuses on the constantly changing relationships among these entities.

**IV. Requirements Fulfilled**

This is a required course for all business administration majors. It may be used as an elective in other programs.

**V. Required Prerequisites**

This course should be taken in the second semester of the junior year or later.

## VI. Learning Outcomes

- To promote an understanding of the global economy and the ideas of geographical and political borders and markets
- To promote an understanding of the fundamental forces that impact on international business
- To generate an awareness of other cultures, histories, and values and how they impact on doing business across borders.
- To study a number of different environments that firms face in an international business setting.
- To be better prepared to do business internationally and to deal with business representatives from other countries doing business here.

## VII. Assessment Strategy

### A. Examination (70% of the total grade)

There are two exams in the course, a midterm exam and a comprehensive final exam at the end of the course. These exams stress the student's ability to integrate the concepts of the course.

### B. Course Paper (30% of total grade)

Each student prepares a paper that applies the concepts of the course to a particular country or market. The paper analyzes the opportunities for business in that environment and look at the various cultural and business conditions there that may help or hinder such an effort. It draws upon all aspects of the course.

## VIII. Course Format

Students are expected to attend all sessions of this course and be prepared to discuss the topic of the session. It is expected that each student will present comments and questions and be part of the discussion in each session.

**Classroom Hours (3 hours per week)**

**Class: 3**

**Lab: 0**

## IX. Topics to Be Covered

- A. Globalization
- B. National differences in political economy
- C. Differences in culture
- D. International Human Resource Management
- E. International trade theory
- F. Regional economic integration
- G. The foreign exchange market
- H. The strategy of international business
- I. Exporting, importing and counter trade
- J. Joint Ventures

- K. Global manufacturing and materials management
- L. Global marketing
- M. Ethics in a global context
- N. Small business and global opportunities

**X. Laboratory Exercises**

None.

**XI. Technology Component**

The students use the supplemental materials associated with the text and thereby enhance their computer skills. The use of the Internet to gather information about the global economy plays a key role in the course. The students have the opportunity to use technology to enhance the required oral and written presentations.

**XII. Special Projects / Activities**

Each student researches and writes a paper dealing with the aspects of doing business in an international country or market. The student takes the materials and concepts from the course and applies them to the chosen target. This is a comprehensive project that investigates all of the aspects of international business and brings them together in the form of a document that can provide the basic information necessary for an international venture. The paper is about 25 pages long and is developed over the entire course.

**XIII. Textbooks and Teaching Aids**

A. Required Textbook

Hill, C. W. L. *Competing in the Global Marketplace*, 5<sup>th</sup> Edition:  
McGraw-Hill, 2005.  
ISBN: 0072873957

B. Alternative Textbooks

Ball, Donald W., McCulloch, Wendell H., Frantz, Paul L., Geringer, Michael, and Minor, Michael, *International Business: The Challenge of Global Competition*, 9th Edition, McGraw Hill Irwin, Inc., 2004.  
ISBN: 0072866845

C. Supplemental Print Materials

The text comes with a student resource CD and a pass code card which provides access to a range of supplemental materials.

D. Supplemental Online Materials

None.

**Course Title: BUSI 4351: Internship**

**Semester Credit Hours: 3 (3,0)**

**I. Course Overview**

This course provides students with actual hands-on experience in their chosen field of study. Students work within a firm and learn first hand how to help in dealing with a problem or an issue facing such an organization. Students have the opportunity to apply the concepts learned in the classroom to an actual business setting. Assignments vary depending upon the student's major.

**II. PMU Competencies and Learning Outcomes**

This course requires students to apply all the PMU competencies (including professional competence, critical thinking, communication, leadership and teamwork) to an organization. The internship is designed to sharpen the student's analytical and problem solving skills through research and guidance from the instructor and the business to which the student is assigned. This course allows for integrating different subject areas to deal with a problem or a situation which is not one dimensional.

**III. Detailed Course Description**

The role of the internship is to provide students with an appreciation of the types of work involved with their major before they actually enter the job market. The internship also provides students with first-hand experience and supplements the theories they have learned in the classroom. It allows them to draw upon various concepts to solve complex, real world problems. It provides the business with an opportunity to have students with fresh ideas work on an issue or a problem currently facing the business. Internships may also provide employers with a risk-free chance to try potential employees before actually hiring them.

**IV. Requirements Fulfilled**

This course is required for all students in the College of Business Administration.

**V. Required Prerequisites**

- ASSE 2111: Learning Outcome Assessment I
- ASSE 3211: Learning Outcome Assessment II
- Completion of all core courses in the College of Business Administration

## **VI. Learning Outcomes**

- To learn to effectively work in business in the student's major field.
- To learn to apply the concepts learned in class in an actual business setting.
- To learn how to integrate and utilize concepts from different courses or functional areas to a complex problem.

## **VII. Assessment Strategy**

A faculty member supervises the student and monitors his or her progress. The employer provides written feedback on the student's performance and professional competencies and skills emphasized by PMU. This feedback enables the instructor to assess student work and assign a grade for the course.

## **VIII. Course Format**

Work specified hours at an employer's location. Total hours devoted to this activity should be 10 hours a week. The course includes reports and presentations.

**Classroom Hours (10 hours per week)**

**Class: 0**

**Lab: 0**

## **IX. Topics to Be Covered**

No new topics are addressed. Rather, the course involves application of course material learned in the College of Business core curriculum and the student's major field of specialization.

## **X. Laboratory Exercises**

This course does not require a separate lab.

## **XI. Technology Component**

Technology is used as needed and depends on the level of technology present at the business location.

## **XII. Special Projects / Activities**

Students are required to keep a record of their daily activities and what they have learned and to prepare a written report on the project(s) they worked on during the internship. The report is required to highlight what they learned from the experience, and their findings and contributions. They should provide feedback on how well their education at PMU helped them in performing their assigned tasks and areas they would need to develop further to sharpen their skills. An oral presentation of the findings is required by the student before the business representatives and the instructor.

### **XIII. Textbooks and Teaching Aids**

A. Required Textbook

None.

B. Alternative Textbooks

None.

C. Supplemental Print Materials

None.

D. Supplemental Online Materials

Students use the Internet and other sources available depending upon the assignment and the company where the internship is held.

**Course Title: ASSE 4311: Learning Assessment III / Administrative Strategy and Policy**

**Semester Credit Hours:** 3 (3, 0)

**I. Course Overview**

This is the final capstone course in the PMU Assessment Capstone Series, integrating a range of business functions for all majors in the College of Business Administration. It builds on other courses in the university and business core to furnish the underlying tools and concepts needed to develop and implement business strategy and policy. The course considers the overall picture and environment in which businesses operate including governmental rules and regulations, business ethics and social responsibility, and internal and external considerations in a global, dynamic setting.

**II. PMU Competencies and Learning Outcomes**

The course helps sharpen the skills of communications through written assignments and cases. Analytical thinking, integrative, problem solving skills are utilized in the course. The course is designed to develop the conceptual skills needed to see the forest for the trees and balance both quantitative and qualitative factors to help formulate policy and strategy for selected businesses. Team work is stressed through group work and exercises. Students are expected to do the necessary research using the Internet and available databases. Interpersonal skills and critical thinking are covered through discussion of cases and assignments.

**III. Detailed Course Description**

The course uses analytical process and methodology and an integrative process to help formulate policy and strategy for selected organizations. Since problems are multi-dimensional and an organization is a living complex system, this course highlights that fact and allows the student an opportunity to be creative and innovative in dealing with policy and strategy. The tools used address internal and external analysis to determine strengths, weaknesses, opportunities, and threats that are faced by the business in the short and long-term. The results of this analysis are used to develop multi-level strategies that work to deal with the global, increasingly competitive world in which modern businesses operate.

**IV. Requirements Fulfilled**

This course is required for all students in the College of Business Administration.

**V. Required Prerequisites**

Senior year standing

## **VI. Learning Outcomes**

- To understand and apply the essentials of internal and external analysis.
- To understand the key elements of strategy and policy.
- To apply and integrate functional business knowledge to business situations.
- To understand the meaning of the terminology and the tools used in policy and strategy formulation.
- To be able to prepare, interpret, and apply relevant financial information and projections.
- To learn how to find information about the business and industry and use that information for comparative purposes.
- To develop strategies to deal with unexpected circumstances and foster technology, innovation, and entrepreneurship.
- To develop an effective skill in analyzing cases effectively.

## **VII. Assessment Strategy**

Two examinations:	40 % of final grade
Cases and homework assignments (including team projects):	40% of final grade
Class participation:	20% of final grade

## **VIII. Course Format**

The emphasis on this course is on using cases as a vehicle for learning. Mini-lectures, class discussion, exercises, group assignments, videos, and guest speakers from local businesses or government are used to strengthen the learning process. Students are expected to be prepared for classes and be ready to discuss the assigned cases. The instructor addresses questions or assigns readings on course materials that students could not comprehend by reading on their own. Students are encouraged to take active part in their learning.

<b>Classroom Hours (3 hours per week)</b>	<b>Class: 3</b>
	<b>Lab: 0</b>

## **IX. Topics to Be Covered**

- A. Overview of strategic management and business policy
- B. Scanning the external environment and internal scanning
- C. Industry and competitor analysis
- D. Competitiveness, innovation, and quality
- E. Technology, global factors, and strategy
- F. Strategy implementation and control

- G. Applying financial tools especially pro-forma financial statements and cash budgets
- H. International strategies
- I. Corporate strategy in mergers, and acquisitions
- J. Entrepreneurship and Innovation
- K. Ethics

**X. Laboratory Exercises**

None.

**XI. Technology Component**

Use of word processing and the Internet is required. Power point is used in presentations.

**XII. Special Projects / Activities**

A class presentation using PowerPoint is required to present each group's findings and recommended solutions for the assigned cases.

**XIII. Textbooks and Teaching Aids**

A. Required Textbook

Wheelen, Thomas L., and Hunger, J. David, *Strategic Management and Business Policy*, Pearson Education, 2004.  
ISSBN: 0-13-142179-4

B. Alternative Textbooks

None.

C. Supplemental Print Materials

None.

D. Supplemental Online Materials

The textbook has Internet resources that may be used by the instructor.