

The University of Texas at Austin
BDP 301: Principles of Business Syllabus
November 25, 2009 version
School of Undergraduate Studies

Professor Michael Brandl (See information below)
Unique: 63610
Spring 2010

Lecture: 2:00-3:15pm TTh in GSB 2.126

Professor Contact Information
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Course Description

The vast majority of non-business majors will, at some point in their professional careers, work for a business or work in business environment. However, many undergraduates finish their studies with little to no understanding of how business firms function. This course is designed to equip non-business undergraduates with the skills they will need to critically examine how business firms' function and the course will require students to contemplate their future role in a business setting/environment and the knowledge and skills they will need to be successful in such a setting.

The course will have four major components. The first portion of the course will examine the "big picture" of business – topics will include the history of business, business ethics and globalization. The second section of the course will focus on financial aspects of firm decision making including the accounting system, financial statements and their analysis as well as financial markets. The third section will focus on management and marketing, while the last section will focus on advanced topics included business law, entrepreneurship and the private equity industry. Throughout the course the current global economic crisis will be discussed and examined.

Required Texts & Readings

Required Text: Custom text by Primis-McGraw Hill/Irwin. Details to follow.

This is a custom ebook text designed specifically for this course. The ebook is a combination of chapters from the leading business textbooks. These chapter readings will serve as the foundation upon which the class discussions will build.

Additional required readings will be posted on the course Blackboard web site.

Grading Policies

Lowest during the semester exam score	0%
2 nd lowest during the semester exam score	20%
3 rd lowest during the semester exam score	20%
Mandatory cumulative Final Exam:	35%
Thought Paper #1	12.5%
Thought Paper #2	12.5%

Note: class participation, a quality not a quantity concept, will be used to determine grades close to the cut-offs.

Final Grade scale: roughly a 20% A, 30% B, 40% C, 10% D & F will be followed. Percentages may vary depending on class performance.

Thought Papers

During the course students will be required to complete two thought papers that will demonstrate their ability to apply the course material effectively and communicate their thoughts clearly. The papers will be a maximum of 5 pages, double spaced, with appropriate margins. More details will be posted on Blackboard and discussed in class.

Tentative Outline (subject to change)

Class		Date	Topics	Required Readings
1	Tu	19-Jan	Intro/Overview	
The Big Picture				
2	Th	21-Jan	Business History I - Early Business - Business in colonial america - The early banking debate - Industrial revolution	On Blackboard
3	Tu	26-Jan	Business History II - Business before WWI - Interwar and WWII - Post War Boom	On Blackboard
4	Th	28-Jan	Business History III - American consumerism - LBOs to dot.coms - The future	On Blackboard
5	Tu	2-Feb	Ethics - Corporate stakeholders - What does profit mean? - Social responsibilities	Lawerence 1 - 3 & 5
6	Th	4-Feb	Economics - Supply & Demand - Elasticity & marginal analysis	Guell Ch 1 & 2

7	Tu	- Business Cycles 9-Feb Trade - Why people trade - Trade policies	Guell Ch 15 - 17
8	Th	11-Feb EXAM # 1	
Accounting & Finance			
9	Tu	16-Feb Acct I - Accounting Cycle - Accounting uses	
10	Th	18-Feb Acct II - Balance Sheet - Income Statements - Cash Flow	RWJ Ch 2
11	Tu	23-Feb Acct III - Using financial statements - Determining cash flow - Ratio Analysis	RWJ Ch 3
12	Th	25-Feb Finance I - Financial planning - Time Value of Money - Capital Budgeting	RWJ Fin Ch 4 & 5
13	Tu	2-Mar Finance II - Bond basics	RWJ Ch 7
14	Th	4-Mar Finance III - IR and Bond valuations - Bonds and Risks - Equity Market Basics - Equity valuation - Equity Mutual Funds	RWJ Ch 8
15	Tu	9-Mar Finance IV - Mortgage Markets - Securitization - The subprime crisis	On Blackboard
16	Th	11-Mar EXAM # 2	
17	Tu	16-Mar SPRING BREAK	
18	Th	18-Mar SPRING BREAK	
Management & Marketing			
19	Tu	23-Mar Management I - Functions, Types & Comp Adv - Levels & Skills	Bateman Ch 1
20	Th	25-Mar Management II - Labor & Management - Culture & Environment - Decision making	Bateman Ch 2 - 4

21	Tu	- Strategy 30-Mar Management III - Human Resources	Bateman Ch 10 - 13
22	Th	- Diversity - Motivation 1-Apr Marketing I - Marketing Basics - Customers - Marketing strategy	Kerin Ch 1 & 2
23	Tu	6-Apr Marketing II - Pricing objective and constraints - Demand and revenue - Costs & profit	Kerin Ch 13
24	Th	8-Apr Marketing III - Select appr price level - Set list price - Adjustments	Kerin Ch 14
25	Tu	EXAM # 13-Apr 3	
26	Th	Advanced Topics 15-Apr LEB I - Anti-trust laws - Consumer protection laws	Lawerence Ch 10
27	Tu	- Consumer credit 20-Apr LEB II - Corporate Bankruptcy - Personal Bankruptcy - Current issues	TBA
28	Th	21-Apr Entrepreneuership I - what it takes - success and failures	Bateman Ch 7
29	Tu	- raising capital Entrepreneuership 27-Apr II - growing a firm - Interpreneuership - Social entrepreneurs	TBA
30	Th	29-Apr Private Equity I - Private Equity basics - Evolution of Private Equity - Structure of PE	On Blackboard
31	Tu	4-May Private Equity II	On Blackboard
32	Th	- Opportunities - Challenges - The future 6-May Wrap-up	

Cumulative Final Exam time and location: To Be Announced.

About Professor Brandl

Professor Brandl is a Senior Lecturer in Economics and Finance with the McCombs School of Business at UT. He spends much of his time teaching in the highly rated Texas MBA program at the McCombs School. He also teaches a Freshman Seminar class and is a frequent guest lecturer at the LBJ School of Public Affairs and the UT School of Law. During his tenure at UT Professor Brandl has won over a dozen teaching awards for his teaching at the undergraduate and graduate level. Professor Brandl also serves as an economic consultant to a wide variety of domestic and international firms.

The Principles of Business course evolved out of Professor Brandl's work with a wide variety of business firms. He has worked extensively with entrepreneurs in economically disadvantaged areas in the US and in Latin America.

Documented Disability Statement

Any student who requires special accommodations must obtain a letter that documents the disability from the Services for Students with Disabilities area of the Division of Diversity and Community Engagement (471-6259 voice or 471-4641 TTY for users who are deaf or hard of hearing). Present the letter to the professor at the beginning of the semester so that needed accommodations can be discussed. The student should remind the professor of any testing accommodations no later than five business days before an exam. For more information, visit <http://www.utexas.edu/diversity/ddce/ssd/>.

Religious Holidays

By UT Austin policy, students must notify the professor of a pending absence at least fourteen days prior to the date of observance of a religious holy day. If the student must miss a class, an examination, a work assignment, or a project in order to observe a religious holy day, the professor will give the student an opportunity to complete the missed work within a reasonable time after the absence.