

Volume 1

CREATIVE LECTURES
Course Planning Guide
and Chapters 1–5



Business Today

.....

Seventh Edition

.....

Rachman / Mescon / Bovée / Thill

Judith Bulin



VOLUME 1

Creative Lectures

(Course Planning Guide
and Chapters 1–5)

Business Today

Seventh Edition

**David J. Rachman
Michael H. Mescon
Courtland L. Bovée
John V. Thill**

Prepared by:
Judith Bulin
Monroe Community College

Study Guide materials prepared by:
Stanley Garfunkel
C.U.N.Y. Queensborough Community College
Dennis Guseman
California State University, Bakersfield

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VOLUME 1
CREATIVE LECTURES (COURSE PLANNING GUIDE AND CHAPTERS 1-5)
BUSINESS TODAY

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THE SUPPLEMENTS PACKAGE FOR BUSINESS TODAY, SEVENTH EDITION

The Carrying Case organizes the supplements available for use with *Business Today*, Seventh Edition. This box is designed as a useful storage device. You will find the following materials in the box:

- Creative Lectures, Volumes 1 through 4, including Teaching Notes for the Video Series
- Test Bank
- Information on Testing Services and Testing Software
- Sample Acetates and Lecture Outline Transparency Masters
- Study Guide
- Planning Your Career in Business Today
- Guide to Critical Thinking
- Communications Skills Guide
- Information about the McGraw-Hill Investment Challenge, an investment portfolio game
- Information on Software Available to the Instructor
- Demonstration Video

FOR THE INSTRUCTOR

Creative Lectures

Creative Lectures, Volumes 1 through 4, by Judith Bulin, Monroe Community College.

More than a simple instructor's manual, *Creative Lectures* is a four-volume set of completely integrated support materials. The four volumes are designed to save instructors the trouble of finding and assembling the resources available for each chapter of the text. Each volume covers five to six chapters of the text, and each is color-coded and numbered for easy reference, perforated, and three-hole-punched.

The seventh edition of *Creative Lectures* offers the following features:

1. Course Planning Guide (following this introduction): Course design suggestions and information on outside sources of teaching aids.
2. In the News (one for each Part): Includes reprints of recent articles from business periodicals carefully chosen for their timeliness and pedagogical value. These articles can provide a basis for specialized lectures or in-class discussion. They may also be reproduced and assigned to students as supplementary readings.
3. Revision Highlights (for each chapter): A partial list of the new pedagogical and content features of the text.
4. Summary of Learning Objectives (for each chapter): For the convenience of the instructor, annotated objectives are listed, which match the learning objectives in the text.
5. Lecture Outlines and Teaching Suggestions (for each chapter): *Creative Lectures* includes a comprehensive outline of the contents of each text chapter, interspersed with a variety of stimulating lecture enrichment materials. Teaching notes for the *Business Today* acetate transparency program are incorporated into the lecture outlines, and keyed to the text learning objectives.
6. Answers to Text Review Questions: Answers are provided for the review questions that appear at the end of each text chapter.
7. Answers to Text Cases and Simulations: Answers are provided for the questions to the simulation presented at the beginning of each chapter and in the case that appears at the end of each text chapter.
8. Project Ideas: Suggested research, discussion, and writing assignments are provided for each chapter, together with an experiential exercise.
9. Instructor's Notes for the Video Series: Notes to accompany the videos were prepared by Robert Goldberg of Northeastern University. The notes include summaries, analyses, and detailed discussion issues designed to help the instructor obtain the maximum teaching value from the series.
10. Instructor's Notes for the Study Guide: This section includes notes on the projects that appear in each chapter of the *Study Guide*. Also included are answers to the supplemental test questions.

Test Bank

Test Bank by Stephen Cyrus, Montclair State College, and Philip Weatherford, Embry-Riddle Aeronautical University.

A master test item file of over 3000 questions is available for use with *Business Today*, Seventh Edition. The test file consists of multiple-choice (60 percent), true/false (30 percent), and essay items (10 percent); it is organized by chapter.

Each test question is followed by a code indicating (a) the page of *Business Today*, Seventh Edition, on which the answer can be found, (b) the chapter learning objective which the question

supports, and (c) whether the question is "Factual" (F) or "Applied" (A). Questions designated as "Factual" may be answered on the basis of recall, whereas questions identified as "Applied" require students to apply concepts or recognize concepts stated differently from the way they are presented in the text.

Example:

T _____ 1. An economic system uses a basic set of rules to allocate its resources in order to satisfy its citizens' needs. (4:1)F

answer page type of question learning objective

Questions covering material from special boxes, vignettes, or exhibits in the text are included where the information is substantive. Such questions are marked by an asterisk following the page number, such as (13*:5)A.

Test items are grouped under major topic headings that follow the outline of the text, to help instructors compile comprehensive tests more efficiently.

Each *Test Bank* question has been carefully coordinated with the *Business Today*, Seventh Edition, textbook.

Acetate Transparency Program

A sampler of four of the color overheads from the *Acetate Transparency Program* is included in the carrying case. The full set may be obtained through your McGraw-Hill representative if you have adopted *Business Today*, Seventh Edition for your course. Or you may write to:

Marketing Manager
College Division
McGraw-Hill Publishing Company
1221 Avenue of the Americas
New York, NY 10020

Be sure to indicate the exact title, edition, and authors' names.

The program features 150 color overheads. Each overhead is keyed to the text learning objectives in the lecture outline section of the *Creative Lectures*, Volumes 1 to 4. The overheads highlight text concepts or supply additional facts and information to help bring the concepts to life. In addition, at the request of previous adopters, approximately 10 percent of the transparencies are reproductions of key graphics from the text, especially in the areas of accounting and finance.

Colors have been chosen to highlight the essential teaching elements of each acetate. And, as in previous editions, much care has been taken to produce overheads with large type that can be read easily (even in large classrooms) and that are generally pleasing to the eye.

The acetate transparencies are three-hole-punched so that they can easily be filed with your other lecture materials.

Lecture Outline Transparency Master Program

A set of transparency masters, featuring the essentials of the lecture outlines in large type, has been developed at the request of both users and nonusers of *Business Today*. A sample set of lecture outline transparency masters appears in the same packet as the sample color overheads. The *Lecture Outline Transparency Master Program* may be obtained through your McGraw-Hill representative if

you have adopted *Business Today*, Seventh Edition, for use in your course. Or write to the Marketing Manager at the address noted above.

These transparency masters represent the core contents of each chapter (without the background information, anecdotes, and so on that appear in *Creative Lectures*) and thus can be used as the starting point for many different types of instruction. For example, adequate white space has been left for the instructor or the student to write additional notes onto the outline, either for personal use when the transparency masters are filed or during lectures in which the masters are used to create handouts or overheads.

Videotapes

As part of the *Business Today*, Seventh Edition, package, McGraw-Hill offers a free videotape series to adopters of the text. Each segment (generally ten to fifteen minutes in length) illuminates some of the key concepts presented in one of the text chapters, using real organizations facing real challenges. Please consult your McGraw-Hill representative for further details.

Computerized Testmaker

The *Testmaker* for *Business Today*, Seventh Edition, allows you access to a broad range of test-making functions. With it you can prepare your own tests quickly and easily. This powerful program can print out a simple quiz or a lengthy final, using questions from the more than 3,000 items in the *Test Bank*, your own items, or a combination.

The *Testmaker* provides unique flexibility by including both a "Quick Test" mode, which allows the instructor to create a test and print it quickly, and a "Full Features" mode, which allows the instructor to use more advanced features such as editing, adding, and deleting questions and graphs. Each package contains a program disk, question disks, and a *User's Manual*. It is available for IBM or Macintosh computers.

The *Testmaker* is available free to adopters of *Business Today*, Seventh Edition. Order through your McGraw-Hill representative.

Computerized Instructor's Manual

The *Computerized Instructor's Manual* consists of lecture outlines found in the printed *Creative Lectures*. Instructors have the convenience of annotating the Lecture Outlines to suit their individual needs. Available free to adopters of *Business Today*, Seventh Edition. Order through your McGraw-Hill representative.

Report Card: Classroom Management Software

This easy-to-use classroom management/grading system is designed to make the process of compiling students' grades more accurate and efficient. It allows instructors to weight activities according to their importance, and gives instructors the ability to show students their precise grades instantly (on screen or printed out). The package includes a disk and a *User's Manual*. It is available for both IBM and Macintosh computer systems, and is free to adopters of *Business Today*, Seventh Edition. Order through your McGraw-Hill sales representative.

FOR THE STUDENT

Study Guide

Study Guide, by Stanley Garfunkel, CUNY—Queensborough Community College, and Dennis Guseman, California State University, Bakersfield.

Completely updated, the guide is designed to increase your students' comprehension of the concepts presented by the text. Its unique features include a section on study and test-taking skills prepared by a remedial-skills psychologist.

The guide provides chapter-by-chapter explanations and exercises designed to reinforce comprehension of key terms and concepts, and to promote concept-application skills. Each chapter contains a set of practice tests with in-test answers, as well as supplemental test questions with answers available only to the instructor (in *Creative Lectures*). The guide also features research projects, instructor's notes for which appear in *Creative Lectures*.

Planning Your Career in Business Today

Planning Your Career in Business Today, by Les R. Dlabay, Lake Forest College.

This practical tool helps students discover what their own aptitudes are and where they will best fit into the job market, how to get and keep a good job, and how to plan for the future. It offers advice on career trends, self-assessment, career planning and educational requirements, résumé and interview techniques, and how to achieve job success. *Planning Your Career in Business Today* is available free in quantity to adopters of *Business Today*, Seventh Edition. Contact your McGraw-Hill representative for details.

Business Week on PRIMIS

A special selection of articles from *Business Week* are available through PRIMIS, an electronic database. These articles add a real-world dimension to the text's discussion of the fundamental business principles, and help equip students for business in the 1990s and beyond.

The readings also dramatize the latest developments in business, and their in-depth coverage of current business topics help students relate their classroom studies to contemporary issues facing business and society. Contact your McGraw-Hill representative for details.

Critical Thinking Guide

The McGraw-Hill *Critical Thinking Guide*, by William J. Hisker, St. Vincent College.

A guide to approaching business problems, particularly in an academic setting. Through detailed descriptions, the student is introduced to techniques for making decisions in a business environment. Examples provide students with experience analyzing and learning from business cases.

Critical Thinking Guide is available free in quantity to adopters of *Business Today*, Seventh Edition. Contact your McGraw-Hill representative for details.

Guide to Communication Skills

The *Guide to Communication Skills* offers practical advice and hands-on exercises to help students improve their business communications, both written and oral.

The *Guide to Communication Skills* is available free in quantity to adopters of *Business Today*, Seventh Edition. Contact your McGraw-Hill representative for details.

Understanding Wall Street

Understanding Wall Street, Third Edition, by Jeffrey B. Little and Lucien Rhodes.

A layperson's guide to the financial markets, this user-friendly book takes the reader on an in-depth tour of the stock, bond, mutual fund, and commodities markets. *Understanding Wall Street* provides a practical introduction to the securities markets by combining investment fundamentals and many useful analytical techniques.

Understanding Wall Street is available in quantity at a discount to adopters of *Business Today*, Seventh Edition. Ask your McGraw-Hill representative for details.

The McGraw-Hill Investment Challenge

An investment game for you to play with your classes, the *Investment Challenge* provides student teams with simulated investment portfolios and access to brokers who will make trades for them throughout the semester. Each portfolio's performance is tracked, and weekly results are faxed to you, for distribution to your classes.

PC CASE: Computerized Cases

Each of these three interactive cases places the student in the role of a management decision maker. The cases explore (1) strategic product choice decisions, based on market share and business strengths; (2) leadership and staffing decisions; and (3) cost-volume-profit decisions. Available for IBM PC/PC-XT. Contact your McGraw-Hill representative for further details.

Threshold: A Competitive Management Simulation

This interactive, computer-based simulation is designed to provide students with the opportunity to approximate decisions and problems they would face as managers of a small manufacturing company. It helps them understand concepts and develop the skills associated with the management functions of planning, organizing, staffing, directing, and controlling. Available for the IBM PC/PC-XT. Contact your McGraw-Hill representative for further details.

COURSE PLANNING GUIDE

COURSE SYLLABUS

The number of schools requiring that formal copies of a course syllabus be distributed to all students on the first day of class is increasing. The mandatory course syllabus ensures that both instructors and students are made aware of the objectives of the course and of the work that will be required to attain them.

A sample course syllabus appears on pages 12-13. The course syllabus can be expanded to include information about attendance requirements and testing policies, as shown in the sample course format on pages 14-15. Instructors might also like to consider attaching a personal data sheet to each course syllabus distributed; e.g., see the personal data sheet on page 16. This would serve the dual function of furnishing instructors with information on individual students and (by requiring the students' signatures) of ensuring that everyone has read and understood the course syllabus.

NAME OF SCHOOL
CITY, STATE
(SAMPLE) COURSE SYLLABUS

I. Course Number and Title: MAN 100, INTRODUCTION TO BUSINESS

II. Number of Credits: 3 Credit Hours

III. Number of Class Meetings Per Week

- A. 3 of 50 minutes or
- B. 2 of 75 minutes or
- C. 1 of 150 minutes

IV. Prerequisites: None

V. Other Pertinent Information

A. Required Textbook:

Business Today, Seventh Edition
Rachman, Mescon, Bovée, and Thill
McGraw-Hill, Inc., 1993

B. Study Guide:

Study Guide, Seventh Edition
Garfunkel and Guseman
McGraw-Hill, Inc., 1993

C. Suggested Supplemental Materials:

Daily Newspaper (*The Wall Street Journal*, *The New York Times*)
Weekly Business Magazine (*Business Week*, *Fortune*, *Forbes*, *Industry Week*, etc.)

VI. Catalog Description

This course is a survey of business, introducing the major operations of a business, including production, marketing, finance, and human resources management. The course also examines the economic, social, and political environment of business.

VII. Required Course Content and Direction

A. Major Foci, Themes, Scope

Introduction to Business is a college-level survey course in business that explores the nature of the American free enterprise system and its business organizations. This course examines the role played by business in American society, as well as its purpose and responsibilities. Furthermore, it introduces the student to the practical operations that must exist if businesses are to create goods and services, and it highlights some of the major problems faced by managers in planning, organizing, directing, and controlling these areas. Therefore, this course is intended to give the student a broad overview of the functions, institutions, principles, and practices of business.

Introduction to Business provides a basic foundation for the student who will specialize in some aspect of business in college, and it also provides the opportunity for nonbusiness majors to learn about the business world in which they will someday be both producers and consumers.

B. Goals

The educational goals of Introduction to Business are:

1. The student will appreciate the positive and constructive force that business plays by making available the goods, services, jobs, and income that our society must have to exist and thrive.
2. The student will develop a general understanding of different economic philosophies and why and how these differences change the methods by which economic systems attempt to accomplish their common economic function.
3. The student will display an understanding of contemporary business concepts, principles, and practices that explains how businesses are formed, how they operate to accomplish their goals and functions, and why and how their success depends on effective management.
4. The student will begin building a framework of business terminology. 本語
5. The student will identify potential career paths.
6. The student will begin to develop library research, analytical, and communication skills.

C. Instructional Objectives

As a consequence of the classroom experience, the student will be able to:

1. Discuss the nature of business and the importance of the profit motive.
2. Compare and contrast the prevalent economic systems.
3. Describe the government-business relationship as it exists today in the United States.
4. Identify and discuss the basic forms of business ownership.
5. Differentiate between short- and long-term financing.
6. Describe the Federal Reserve System and the roles it plays in our economic system.
7. Identify other major types of financial institutions and describe their role in our economic system.
8. Discuss the functions of the stock market and its implications for business.
9. Outline the marketing function and describe its significance.
10. Describe the focus of current and future operations and production management.
11. Explain the major issues at stake in labor-management relations.
12. Discuss the responsibilities and significance of human resources management.
13. Define the motivational approaches available to the manager.
14. Identify and define the functions of management.
15. Explain the role of the organization chart and the methods of departmentation commonly used.
16. Describe the authority relationships that exist in an organization and explain the delegation process.
17. Discuss the social responsibility of business.
18. Demonstrate the ability to use the library for research purposes and to write coherent and readable paragraphs.

NAME OF SCHOOL
CITY, STATE
(SAMPLE) COURSE FORMAT

(COURSE NUMBER)
(COURSE TITLE)

(INSTRUCTOR'S NAME)
(SEMESTER, YEAR)

REQUIRED TEXT: As indicated on the course syllabus, all students must purchase *Business Today*, Seventh Edition, by Rachman, Mescon, Bovée, and Thill. In addition, it is strongly recommended that all students consider purchasing the accompanying *Study Guide*.

APPROXIMATE TIMETABLE: The order of topics to be covered in class will be announced by the instructor during the first week of classes. Students will not this information in their copies of the text.

EVALUATION: A minimum of () announced examinations, () writing assignments, and class participation will be the major determinants of students' grades. In addition, a few minor grades may be determined on the basis of quizzes or assignments. If there is to be a final examination, that fact will be announced on the first day of class.

EXTRA CREDIT ASSIGNMENTS: Not available. However, students should be aware that their grades can be positively affected by worthwhile class contributions and regular attendance.

GRADING: Students should keep an up-to-date total of their points. Individual totals will be computed once—at the end of the semester. Under normal conditions, the following scale will prevail:

- A—90%
- B—80%
- C—70%
- D—60%

WRITTEN AND ORAL WORK: All work must be submitted and/or presented on the assigned date. It is strongly recommended that all submissions be typed.

ATTENDANCE AND PARTICIPATION: Punctual attendance is expected of all students. Also, students should miss a class only if absolutely necessary; i.e., they should not feel they are entitled to a certain number of missed classes. It is further expected that students will be adequately prepared for all classes and that they will participate in them when appropriate.

CHEATING: No form of cheating or plagiarism will be tolerated. Such actions will be dealt with in accordance with the procedures set forth in the college catalog. It is therefore suggested that students obtain this document and read it carefully.

SMOKING AND EATING IN CLASS: Not permitted.

INCLEMENT WEATHER: If any classes have to be canceled, scheduled tests will be given during the next class period, assignments will be collected during the next class period, and students should check at the instructor's office for any new assignments.

MAKEUP POLICY: Students must obtain prior permission to take a makeup (assuming that papers have not already been given back). Only one makeup will be allowed during a semester. If a makeup cannot be arranged and/or taken, the instructor has the right to assign a grade as low as zero for the missing mark.

COURSE WITHDRAWAL: () is the deadline for student withdrawal from the class. Before taking such a final step, students should discuss the matter with their instructor. () is also the instructor's deadline for initiating withdrawals; e.g., for failure to attend class.

(Instructor's Name), (Rank), (Department) is the instructor for this course. **OFFICE LOCATION:** (). **OFFICE HOURS:** () and any other mutually convenient time if the preceding times do not fit a student's schedule. **PHONE:** (**Office Number**); if there is no answer, students may leave messages at the department office: (**Department Number**).

MISCELLANEOUS: It is a student's responsibility to read text assignments before the scheduled classes. It is recommended that students spend two hours (on the average) preparing for each hour of class time.