

BUS101 | Introduction to Business

Course Text

Nickels, William G., James M. McHugh, and Susan M. McHugh. *Understanding Business*, 13th edition. McGraw-Hill, 2022. ISBN 9781259929434

The text is provided digitally as part of the course enrollment. Students may find used, new, or rental print copies by searching for the ISBN.

Course Description

This course will help students become familiar with general business environments, including sub-disciplines of management, marketing, finance, and accounting. Management knowledge, skills, and competencies necessary for long-term success in today's business environment are also examined.

In addition, this course is designed to highlight a manager's functions and responsibilities in organizational and business settings. Four main management functions of planning, organizing, leading, and controlling are used as a framework to explore the role of managers. Students will also examine ethical, social, and cross-cultural issues related to managing in contemporary business organizations.

Learning Outcomes

After completing this course, students will be able to:

1. Evaluate and contrast major economic systems in business throughout the world.
2. Describe the various legal forms of business ownership such as sole proprietorship, partnership and corporation, the nature of each, the processes involved in creating each and the advantages and disadvantages of each.
3. Identify the functions of modern management in business organizations and how these functions are evolving in response to changes in the external and internal environments in technology, diversity, competition and governmental regulations.
4. Exhibit an understanding of the marketing function and describe the concepts and processes involved in designing product strategy, promotional strategy, distribution strategy, and pricing strategy.
5. Review how past trends are repeated in the present and what those trends mean for tomorrow's graduates.
6. Define the type of corporate mergers and explain the role these play in the different business settings today.

7. Demonstrate the importance of business ethics and social responsibility to the long-term success of businesses and society's well being.

Course Prerequisites

There are no prerequisites to take Introduction to Business.

Academic Integrity Statement

Academic integrity is the pursuit of scholarly activity in an honest, truthful and responsible manner. Violations of academic integrity include, but are not limited to, plagiarism, cheating, fabrication and academic misconduct. Failure to comply with the Academic Integrity Policy can result in a failure and/or zero on the attempted assignment/examination, a removal from the course, disqualification to enroll in future courses, and/or revocation of an academic transcript. Penalties for academic integrity violations can be retroactively applied upon discovery, and at our discretion.

Course Completion Policy

In order for a course to be considered complete, **all required coursework must be attempted, submitted, and graded.** Required coursework consists of graded assignments. Any Academic Integrity Policy violations may prevent a course from being considered complete.

Course Evaluation Criteria

Your score provides a percentage score and letter grade for each course. A passing percentage is 70% or higher.

There are a total of 1000 points in the course:

Topic	Assessment	Points	Learning Outcomes
1	Reflective Response: Community Benefits	10	1
2	Reflective Response: Forces in Global Markets	15	2
3	Reflective Response: Code of Ethics	15	3
3	Graded Exam 1	100	1, 2, 3
5	Reflective Response: Entrepreneurship	15	3
7	Graded Exam 2	100	4, 5
7	Reflective Response: Organizational Changes	15	3, 4
8	Graded Midterm Exam	200	1, 2, 3, 4, 5
10	Reflective Response: Employee Engagement	15	5
11	Graded Exam 3	100	5, 6
13	Reflective Response: Financial Accountant	15	5, 7
15	Graded Exam 4	100	6, 7

Total

1000

Course Roadmap Graded items in **bold****Intro | Introduction and Getting Started****Subtopics**

- Welcome
- Academic Honesty

Assignments

- Welcome Video
- Academic Honesty and Integrity Lesson
- Statement of Academic Honesty and Integrity (required)

Topic 1 | Introduction to Business and Economics**Subtopics**

- The Nature of Business
- Risk and Profit
- Economics
- Economic Systems
- Supply and Demand

Assignments

- Pre-Reading: What Do You Think?
- Pathfinder: Factors of Production
- Chapter 1 Presentation
- Reading: Chapter 1
- Chapter 2 Presentation
- Reading: Chapter 2
- **Reflective Response: Community Benefits**
- Practice Quiz: Chapters 1 and 2

Topic 2 | International Business**Subtopics**

- Theories of Comparative and Absolute Advantage
- Importing and Exporting
- International Business Strategies
- Forces Affecting Trade
- Trade Agreements and Organizations

Assignments

- Chapter 3 Presentation
- Reading: Chapter 3
- **Reflective Response: Forces in Global Markets**
- Practice Quiz: Chapter 3

Topic 3 | Ethical Business Behavior

Subtopics

- Social Responsibility
- Types of Corporate Responsibility

Assignments

- Pre-Reading: What Do You Think?
- Chapter 4 Presentation
- Reading: Chapter 4
- **Reflective Response: Code of Ethics**
- Practice Quiz: Chapter 4
- **Graded Exam 1**

Topic 4 | Types of Business Ownership

Subtopics

- Sole Proprietorship
- Partnerships
- Corporations
- Mergers and Acquisitions
- Other Forms of Ownership

Assignments

- Chapter 5 Presentation
- Reading: Chapter 5
- Practice Quiz: Chapter 5
- Pathfinder: How to Form a Business

Topic 5 | Small Business

Subtopics

- Entrepreneurship
- Starting a Small Business
- Small Business Difficulties
- Small Business Resources

Assignments

- Pre-Reading: What Do You Think?
- Chapter 6 Presentation
- Reading: Chapter 6
- **Reflective Response: Entrepreneurship**
- Practice Quiz: Chapter 6

Topic 6 | Management

Subtopics

- The Functions and Responsibilities of Management
- Levels of Management
- Planning

Assignments

- Chapter 7 Presentation
- Reading: Chapter 7
- Practice Quiz: Chapter 7

Topic 7 | Business Organizations

Subtopics

- Centralized and Decentralized Authority
- Broad and Narrow Span of Control
- Departmentalization
- Organizational Structure

Assignments

- Pre-Reading: What Do You Think?
- Chapter 8 Presentation
- Reading: Chapter 8
- **Reflective Response: Organizational Changes**
- Practice Quiz: Chapter 8
- **Graded Exam 2**

Topic 8 | Midterm

Assignments

- Midterm Preparation Guide
- **Midterm Exam**

Topic 9 | Motivating Employees

Subtopics

- Maslow's Hierarchy of Needs
- Herzberg's Theory
- McGregor's Theory X and Theory Y
- Ouchi's Theory Z
- Other Motivational Theories

Assignments

- Chapter 9 Presentation
- Reading: Chapter 9
- Chapter 10 Presentation
- Reading: Chapter 10
- Practice Quiz: Chapter 9 and 10

Topic 10 | Human Resource Management

Subtopics

- Planning and Needs Assessment
- Recruiting and Selecting
- Training and Developing
- Appraising and Compensating
- Turnover and Legal Issues

Assignments

- Pre-Reading: What Do You Think?
- Chapter 11 Presentation
- Reading: Chapter 11
- Chapter 12 Presentation
- Reading: Chapter 12
- **Reflective Response: Employee Engagement**
- Practice Quiz: Chapters 11 and 12

Topic 11 | Marketing

Subtopics

- Purpose of Marketing
- Marketing Mix
- Market Research
- Marketing Environment
- Buying Behavior

Assignments

- Chapter 13 Presentation
- Reading: Chapter 13
- Practice Quiz: Chapter 13
- Pathfinder: The Marketing Mix
- **Graded Exam 3**

Topic 12 | Pricing Products and Services

Subtopics

- Product Differentiation
- Packaging
- Branding
- The Product Life Cycle
- Price and Nonprice Competition

Assignments

- Pre-Reading: What Do You Think?
- Chapter 14 Presentation
- Reading: Chapter 14
- Chapter 15 Presentation
- Reading: Chapter 15
- Practice Quiz: Chapters 14 and 15

Topic 13 | Accounting

Subtopics

- Accounting Versus Bookkeeping
- The Uses of Accounting
- The Accounting Cycle
- Types of Financial Statements
- Ratio Analysis of Financial Statements

Assignments

- Chapter 17 Presentation
- Reading: Chapter 17
- **Reflective Response: Financial Accountant**
- Practice Quiz: Chapter 17

Topic 14 | Financial Management

Subtopics

- Financial Planning
- Funding
- Capital Budgeting
- Loans
- Debt and Equity Financing

Assignments

- Pre-Reading: What Do You Think?
- Chapter 18 Presentation
- Reading: Chapter 18
- Pathfinder: Debt Versus Equity Financing
- Practice Quiz: Chapter 18

Topic 15 | Financial Institutions and Money

Subtopics

- The Function of Money
- Federal Reserve
- Types of Banking Institutions
- Nonbanking Institutions
- Technology in Banking

Assignments

- Chapter 20 Presentation
- Reading: Chapter 20
- Practice Quiz: Chapter 20
- **Graded Exam 4**
- Preparing for Your Proctored Final Exam

Topic 16 | Review and Final Exam

Assignments

- Final Exam Preparation Guide
- **Final Exam**
- End of Course Survey
- Closing Video

Related Courses

COM101:
Introduction to
Communications

ENG101: English
Composition I

MAT202:
Introduction to
Statistics