

BUS101 | Introduction to Business

Course Text

No need to track down a textbook; this text is provided digitally as part of the course enrollment:

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

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 cooperation, 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 for 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.

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.

Assessment Types

StraighterLine courses may include any combination of the assessment types described below. Review the descriptions to learn about each type, then review the Course Evaluation Criteria to understand how your learning will be measured in this course.

Benchmarks

Benchmarks test your mastery of course concepts. You have 3 attempts, and your highest score counts.

Note: Cumulative Benchmarks (final exams) only allow 1 attempt.

Capstones

Capstones are project-based assessments that help you apply concepts to real-world scenarios. You have 2 attempts, and your highest score counts.

Checkpoints

Checkpoints are quick knowledge checks on important course concepts. All are open-book, and most have 1-3 attempts.

AI Use-Case Policies

StraighterLine Capstone assessments operate under one of three AI Use-Case Policies. These designations are selected intentionally to support learners in developing digital literacy, ethical reasoning, and authentic communication skills. Each model requires students to engage meaningfully with the course outcomes while adhering to academic standards.

Independent Work Requirement: Capstones with this designation must be completed independently without using AI tools. The goal is for learners to showcase their own understanding and skills without AI assistance. Students are expected to generate and submit original work developed solely through their own reasoning and effort.

AI-Assisted Planning Option: Capstones with this designation may allow AI tools to support brainstorming and assessment planning. If allowed, students will be asked to document any AI assistance by noting how it informed their work. Documentation must be included within the assignment or in a designated reflection field. Examples include describing how an AI tool helped organize an outline, generate ideas, or surface sources for further exploration.

AI-Integration Requirement: Capstones with this designation require AI tools as part of the learning process. Students will be asked to reflect upon their AI interactions and AI contributions to the assessment. Reflections must include which tools were used, how they were used, and what insights students gained from the process. This promotes transparency, ethical use, and metacognitive skill-building.

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:

Assessment	Points	Learning Outcomes
Checkpoint 1: Taking Risks and Understanding Economics	0	N/a
Benchmark 1: Community Benefits	10	1
Checkpoint 2: Doing Business in Global Markets	0	N/a
Benchmark 2: Forces in Global Markets	15	2
Checkpoint 3: Demanding Ethical and Socially Responsible Behavior	0	N/a
Benchmark 3: Code of Ethics	15	3
Benchmark 4: Checkpoints 1-3	100	1, 2, 3
Checkpoint 4: How to Form a Business	0	N/a
Checkpoint 5: Entrepreneurship and Starting a Small Business	0	N/a
Benchmark 5: Entrepreneurship	15	3
Checkpoint 6: Management and Leadership	0	N/a
Checkpoint 7: Structuring Organizations for Today's Challenges	0	N/a
Benchmark 6: Organizational Changes	15	3,4
Benchmark 7: Checkpoints 4-7	100	4, 5
Benchmark 8: Checkpoints 1-7	200	1, 2, 3, 4, 5
Checkpoint 8: Production, Operations, and Employee Management	0	N/a
Checkpoint 9: Management of Human Resources	0	N/a
Benchmark 9: Employee Engagement	15	5
Checkpoint 10: Marketing	0	N/a
Benchmark 10: Checkpoints 8-10	100	5, 6
Checkpoint 11: Pricing and Distributing Products	0	N/a
Checkpoint 12: Understanding Accounting and Financial Information	0	N/a
Benchmark 11: Financial Accountant	15	5, 7
Checkpoint 13: Financial Management	0	N/a

Assessment	Points	Learning Outcomes
Checkpoint 14: Money, Financial Institutions, and the Federal Reserve	0	N/a
Benchmark 12: Checkpoints 11-14	100	6, 7
Benchmark 13: Checkpoints 1-14	300	1, 2, 3, 4, 5, 6, 7
Total	1000	

Course Roadmap

This roadmap provides an overview of the checkpoints and lessons covered in this course.

Checkpoint 1: Taking Risks and Understanding Economics

- Pre-Reading: What Do You Think?
- Chapter 1 Presentation
- Textbook Reading Assignment: Chapter 1
- Pathfinder: Factors of Production

Checkpoint 2: Doing Business in Global Markets

- Chapter 3 Presentation
- Textbook Reading Assignment: Chapter 3

Checkpoint 3: Demanding Ethical and Socially Responsible Behavior

- Pre-Reading: What Do You Think?
- Chapter 4 Presentation
- Textbook Reading Assignment: Chapter 4
- Pre-Reading: What Do You Think? Answer

Checkpoint 4: How to Form a Business

- Chapter 5 Presentation
- Textbook Reading Assignment: Chapter 5
- Pathfinder: How to Form a Business

Checkpoint 5: Entrepreneurship and Starting a Small Business

- Pre-Reading: What Do You Think?
- Chapter 6 Presentation
- Textbook Reading Assignment: Chapter 6
- Pre-Reading: What Do You Think? Answer

Checkpoint 6: Management and Leadership

- Chapter 7 Presentation

- Textbook Reading Assignment: Chapter 7

Checkpoint 7: Structuring Organizations for Today's Challenges

- Pre-Reading: What Do You Think?
- Chapter 8 Presentation
- Textbook Reading Assignment: Chapter 8
- Pre-Reading: What Do You Think? Answer

Checkpoint 8: Production, Operations, and Employee Management

- Chapter 9 Presentation
- Textbook Reading Assignment: Chapter 9
- Chapter 10 Presentation
- Textbook Reading Assignment: Chapter 10

Checkpoint 9: Management of Human Resources

- Pre-Reading: What Do You Think?
- Chapter 11 Presentation
- Textbook Reading Assignment: Chapter 11
- Chapter 12 Presentation
- Textbook Reading Assignment: Chapter 12

Checkpoint 10: Marketing

- Chapter 13 Presentation
- Textbook Reading Assignment: Chapter 13
- Pathfinder: The Marketing Mix

Checkpoint 11: Pricing and Distributing Products

- Pre-Reading: What Do You Think?
- Chapter 14 Presentation
- Textbook Reading Assignment: Chapter 14
- Chapter 15 Presentation
- Textbook Reading Assignment: Chapter 15
- Pre-Reading: What Do You Think? Answer

Checkpoint 12: Understanding Accounting and Financial Information

- Chapter 17 Presentation
- Textbook Reading Assignment: Chapter 17

Checkpoint 13: Financial Management

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

Checkpoint 14: Money, Financial Institutions, and the Federal Reserve

- Chapter 20 Presentation
- Textbook Reading Assignment: Chapter 20

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