

## **INTRODUCTION TO BUSINESS**

<b>Course No</b>	:	<b>BUS 140</b>
<b>Course Title</b>	:	<b>INTRODUCTION TO BUSINESS</b>
<b>Prerequisites</b>	:	<b>None</b>
<b>Course Type</b>	:	<b>Major</b>
<b>Faculty Member</b>	:	<b>Dr.        ; Room #        ; Telephone        ; e-mail</b> <b>;</b>
<b>Office Hours</b>	:	
<b>Class Time</b>	:	
<b>Lecture Class</b>	:	

### **Course Objectives:**

This course allows students the opportunity to understand the basic role of business in the economic framework of our society. They will simply study the many different aspects of the business field and how they apply to them. This is a cornerstone course for all students majoring in Business Administration.

### **Course Description:**

An introductory course in business which will introduce students to the world of business and the environment in which it is carried out in modern times. The role and function of business enterprise within our economic framework is introduced. The students are made familiar with the concepts, functions, and skills required for meeting the challenges of today's business world.

The course presents an overview of the major areas of business including organization, accounting, finance, marketing and organizational behavior. These topics are developed and many more that specifically focus on today's business climate. The concepts and topics are introduced in separate chapters to insure clarity and understanding, and then integrated throughout the text. In summary then, it provides an introduction to the field of business and gives practical knowledge in every day business dealings.

### **Course Outline:**

1. An introduction to the economic systems of the world. The role government plays in our economy, what role technology plays in business, and how to look and plan for a career.
2. Our business system, including effective communication, technology, teamwork, legal aspects and the social responsibility and ethical behavior of business.
3. The major forms of business ownership and the options for organizing your business.
4. The key aspects of managing business and managing human resources, including legal aspects, employee empowerment, the social responsibility of business, and total quality management.
5. How businesses create, produce and market world-class goods and services.
6. How businesses account for their finances and report financial information to the public.
7. The role of money and banks in our economy, and how businesses manage their finances and obtain funds in the securities markets.
8. The use of technology and the Internet to succeed in business and the need for managing information.
9. Economic challenges facing global and domestic business, competition in global markets..
10. The future of business and the need for risk management and insurance.

### **Learning Outcomes:**

After completing the course the student will be able to recognize and demonstrate basic understanding of the business world, for example:

1. forms of business ownership
2. the management activities that can be applied to different forms of business structure
3. private enterprise and its changing environment;
4. the legal aspects of business
5. social and ethical responsibility

### **Method of Instruction:**

1. Lectures
2. Class Discussion
3. Case Studies
4. Videos

Please prepare for each class by reading the text chapter prior to the class period for which it is assigned. The lectures are designed to supplement the text, not replace it.

### **Skills to be developed:**

This course helps students in developing the following skills:

- |  |   |
|--|---|
| <b>1. Communication (Oral &amp; written)</b> | <b>Through Assignments, Case Study discussions and Examinations</b>               |
| <b>2. Analytical</b>                         | <b>Through Case studies and examinations</b>                                      |
| <b>3. Team Work</b>                          | <b>Through Case studies</b>   |
| <b>4. Creative Thinking</b>                  | <b>Through Case studies, assignments, classroom discussions</b>                   |
| <b>5. Adaptability to Change</b>             | <b>Through Case studies, and examinations</b>                                     |
| <b>6. Ethics</b>                             | <b>Through lectures and assignments</b>   |
| <b>7. Use of Information Technology</b>      | <b>Through use of PCs, Internet, CD-ROM, Statistical data base in the library</b> |
| <b>8. International issues</b>               | <b>Through Case studies, assignments, classroom discussions, and examinations</b> |

Students will also learn concepts and skills related to personal finance, entrepreneurship, international business, small business, globalization, social responsibility, motivation, and many more.

### **Evaluating Student Performance:**

<b>Class participation and attendance</b>	<b>10%</b>
<b>Individual assignments /or/ Tests (two)</b>	<b>20%</b>
<b>Mid-term examination</b>	<b>20%</b>
<b>Final Exam</b>	<b>50%</b>

**Tests:** Each test will be made up of multiple-choice questions. It will be closed book and designed to be completed in one class period.

**Assignments:**

- Assignments are to be completed outside of class.
- All assignments will have at least one week lead-time. Late assignments will lose 25% of the marks and must be turned in by the next class period. Assignments after that time will not be accepted.
- Please treat the assignments that you turn in as formal documents, similar to those you might submit to your boss at work. Assignments should be typed.

<b>Assignment</b>	<b>LO1</b>	<b>LO2</b>	<b>LO3</b>	<b>LO4</b>	<b>LO5</b>
Class participation	X			X	X
Class assignment/tests	X	X	X	X	X
Mid-term exam	X	X	X	X	X
Final exam	X	X	X	X	X

**Grading:**

<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>	<u>Percentage Score</u>	<u>Letter Grade</u>	<u>GPA Points</u>
90 - 100	A	4.0	70 - 74	C	2.0
85 - 89	B+	3.5	65 - 69	D+	1.5
80 - 84	B	3.0	60 - 64	D	1.0
75 - 79	C+	2,5	< 60	F	0.0

**Educational Resources:**

<b>Educational Resource</b>	<b>Description</b>	<b>Comments</b>
<b>Textbooks Required</b>	<b>Understanding Business, 7<sup>th</sup> ed.</b> , by Nickels, McHugh, McHugh, McGraw-Hill Irwin Publishers.	
<b>References</b>	<b>Business, 7<sup>th</sup> ed.</b> , by Pride, Hughes, Kapoor; Houghton Mifflin Publishing	
<b>Readings</b>		
<b>Websites</b>		
<b>Journals</b>		
<b>Computers</b>	<b>Internet searches for obtaining info on Introduction to Business</b>	
<b>CD - ROM :</b>	<b>(CD-ROM) data base in the library + Action learning through CD</b>	
<b>Other Resources:</b>	<b>Library resources, Internet search of periodicals</b>	

**Course Schedule & Outline:**

**Sixteen Week Semester, 3 hrs/Wk**

<b>Date</b>	<b>Week</b>	<b>Outline Syllabus</b>	<b>Learning Outcomes</b>	<b>Homework Assignments, Due dates</b>
<b>February</b> 12/2-16/2	1		LO1	
<b>February</b> 19/2-23/2	2		LO2	
<b>May</b> 28/5- 31/5		<b>General Review</b>		