

BUS 100C Introduction to Business  
Course Syllabus-Independent Learning.

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Independent Learning Information: This course is designed as an independent learning or self-paced class. Students who enroll in this class have up to one year to complete all requirements and it is tailored to allow you to work at a pace that is convenient with your outside commitments. I am available to help you through this process and encourage you to contact me with any questions, problems, or concerns you encounter

Text: Understanding Business 11<sup>th</sup> Edition By Nickels, McHugh, & McHugh. (ISBN 780078023163).

Course Description: This basic introductory course is designed to give students a broad overview of business. We will explore a variety of topics that include what constitutes a business, different types of business structure, the changing environment that businesses have to confront, the role of economics, finance, accounting, marketing, management, ethics, and profits in a modern business environment. We will also explore the role of globalization and the role of politics that necessitates a sometimes uncomfortable relationship between business and political leaders.

Learning Objectives:

Course Outline:

### **Module 1**

Chapter 1 Taking Risks and Making Profits within a Global Business Environment. Quiz 1  
Chapter 1. Read chapter 2.

Chapter 2 Understanding Economics & How it Affects Business. Quiz Chapter 2. Quiz 2 Chapter 2. Read chapter 3.

**Test 1 Chapters 1 and 2,**

### **Module 2**

Chapter 3. Doing Business in a Global Environment-Free trade versus fair trade. Trade agreements and trade restrictions. Quiz 3 chapter 3. Read chapter 4.

Chapter 4: Demanding Ethical & Socially Responsible Behavior-Watch Nike videos and submit response paper on Blackboard. Quiz 4 chapter 4. Read chapter 5.

**Test 2 Chapters 3 and 4.**

**Module 3**

Chapter 5 Starting a Small Business-Quiz 5 chapter 5 (Chapters 1-5) Read chapter 6

Chapter 6 Entrepreneurship and Starting a Small Business. Quiz 6 chapter 6. Read chapter 7.

Chapter 8: Structuring Organizations for Today's Challenges. Quiz 8 chapter 8.

**Test 3 Chapters 5, 6 & 8**

**Module 4**

Chapter 7 Management & Leadership. Watch Sheryl Sandberg video and submit response paper on Blackboard. Quiz 7 chapter 7. Read chapter 10

Chapter 10: Management of Human Resources: Motivating Employees. Quiz 9 chapter 10. Read chapter 11.

Chapter 11: Human Resource Management: Finding & Keeping the Best Employees. Quiz 10 over chapter 11. Test 2 (Chapters 6, 7, 8, 10, & 11). Read chapter 12.

Chapter 12: Dealing with Unions and Employee Management Issues Quiz 11 over chapter 12. Read chapter 13.

**Test 4 Chapter 7, 10, 11 & 12**

**Module 5**

Chapter 13: Marketing: Developing & Implementing Customer-Oriented Marketing Plans. Quiz 12. Over chapter 13. Read chapter 17

Chapter 17: Understanding Accounting & Financial Information. Quiz 13. Read chapter 20. Money, Financial Institutions, and the Federal Reserve.

Chapter 20 Money, Financial Institutions, & The Federal Reserve Quiz 14.

**Final Exam (not comprehensive) over chapters 13, 17 & 20.**

Assignments and Grading Scale:

Syllabus quiz (bonus)	10 points
Exam 1 (Module 1)	100 points.
Exam 2	100 points.
Exam 3	100 points

Exam 4	100 points
Final Exam	100 points
Quizzes	140 points
Video response papers.	50 points
Total Possible Points	690 points

Grades will be assigned according to the following scale:

A = 621-690

B = 552-689

C = 483-551

D = 414-482

F = 413 and lower

There will be fourteen end of the chapter quizzes each worth 10 points for a total of 140 points. In addition, there will be five module what will cover the chapters outlined in the syllabus exams each worth 100 points. You will also be required to write two response papers in reaction to two in-class videos.

#### Students with Disabilities:

If you require an accommodation because of a disability you should contact WKU's office of Student Disability Services in the Downing Student Union (270) 745-5004 to complete the necessary forms and provide me with a copy of this document.

#### General Information:

This class is broken down into five modules and each module covers generally related materials. As you complete a chapter you will take a quiz over the material covered in that chapter. The quizzes are designed to reinforce the material that was covered in the chapter. There will be five exams during the course and each exam will come from the chapter in the relevant module. As ou work through the class if you have any questions please do not hesitate to e-mail me. You should include the class section and name (BUS 100-om demand) in the title of your e-mail. Good luck with the assignments and hope we have a great class.

