

BUS 103 INTRODUCTION TO BUSINESS

Syllabus

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COURSE CREDIT:

Three Semester Hours

COURSE MATERIALS:

To order textbooks or obtain information about book titles you may go to www.exstudies.adams.edu and click on the “ASC Bookstore” icon.

Use **Section Number: 940** to order books from Bookstore site.

Required Textbook:

Ferrell, O.C., Geoffrey A. Hirt, and Linda Ferrell. *Business: A Changing World*. McGraw-Hill Irwin, 2004. ISBN: 0-07-297358-7

COURSE DESCRIPTION:

This course is an overview course in business and economics for the non-major and a first step for all business majors. The course both defines and applies the fundamental principles of economics, management, marketing, management information systems (MIS), accounting and finance, including personal finance.

COURSE OBJECTIVES/STUDENT LEARNING OUTCOMES:

The student will:

- Demonstrate an understanding of the basic features of the business world in a modern capitalist economy and appreciate the impact of the business world upon our daily lives. This includes applying marketing, management, accounting and finance frameworks to individual enterprises.
- Describe and evaluate marketing activities such as new product development, promotion, distribution, and pricing.
- Describe and evaluate management processes for planning organizing, and controlling business activities.
- Demonstrate awareness of ethical principles, personal and company values, and socially responsible management practices.

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- Apply leadership and organization principles to the formation and implementation of business strategies.
- Use the principles of strategic management to make recommendations to an organization's management.
- Demonstrate awareness of the role information technology in the business world.
- Demonstrate knowledge of the variety of library resources available to the business student.
- Demonstrate an awareness of world geography and international business issues.
- Identify the skills and character attributes of the four basic types of people who make up the business world: employees, the self-employed, business owners, and investors.

COURSE REQUIREMENTS:

Three exams will be given. Each exam is worth one-third of your final grade.

GRADE DISTRIBUTION AND SCALE:

In alignment with ASC academic policies, no D may apply to a major or minor field.

Grade Distribution:

Proctored Exam (Ch 1-6)	1/3
Proctored Exam (Ch 7-11)	1/3
Proctored Exam (Ch 12-16)	<u>1/3</u>
Total	100%

Scale:

90-100%	A
80-89%	B
70-79%	C
60-69%	D
59% and below	F

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COURSE INSTRUCTIONS

The course outline will guide you through your text and the study guide.

<u>Topic</u>	<u>Assignment</u>
The Dynamics of Business and Economics	Ch. 1
Business Ethics	Ch. 2
Business in a Borderless World	Ch. 3
Info Technology and E-Business	Ch. 4
Options for Organizing Business	Ch. 5
Small Business/Entrepreneurship	Ch. 6
Proctored Exam I	
The Nature of Management	Ch. 7
Organization/Teamwork/Communication	Ch. 8
Managing Service and Manufacturing Operations	Ch. 9
Motivating the Workforce	Ch. 10
Managing Human Resources	Ch. 11
Proctored Exam II	
Customer-Driven Marketing	Ch. 12
Dimensions of Marketing Strategy	Ch. 13
Money and the Financial System	Ch. 14
Accounting and Financial Statements	Ch. 15
Financial Management/Securities Markets	Ch. 16

Proctored Exam III

ADA Statement:

Students who need special accommodation to complete this class should contact the instructor and the Office of Student Affairs, 719.587.7221 as soon as possible.