

Introduction to Business

Course Code BU1011

Course Description

This course surveys the dynamic environment in which businesses operate today. Students learn about economic concepts, business organization, forms of ownership, management, marketing, and managing financial resources. Actual business cases are used to explore the impact that managerial roles, market trends, legal standards, technological change, natural resources, global competition, and the active involvement of government has on businesses. The relationship between social responsibility and profits in our free enterprise system is explored.

Course Requirements

There are no pre-requisites for this course.

Course Objectives and Goals

1. Describe how the U.S. business system is organized.
2. Apply the concepts and terminology necessary for understanding economic activity in the U.S. and compare it with other societies.
3. Explain organizational structures and processes as they apply to the management and production of goods and services.
4. Utilize ethical considerations in business decisions as well as employer/employee relationships including such topics as diversity, age discrimination, and harassment.
5. Recognize marketing principles and consumer behavior as it applies to pricing, distributing, and promoting products.
6. Explain the appropriate and ethical use of information in the business environment.
7. Describe the characteristics of the U.S. financial system and the role of banking in business

Required Text and Course Materials

Textbook: Ebert, R. J., & Griffin, R. W. Business Essentials (12th ed.). Upper Saddle River, NJ: Pearson Education, Inc. **(Required Purchase)**

Other Materials: Notebook or other appropriate device for taking class notes. The Professor will make relevant handouts available as necessary

Technical Requirements and Skills

A productivity suite such as Microsoft Office, Microsoft Office 365, Google Workspace (formerly G-Suite), or Open Office is recommended and may be required for some Landmark College Online courses. Students also need the ability to access Landmark College's online course content through a web browser running on a desktop or laptop computer with a webcam. An audio headset is recommended, but not required. All popular browsers are supported, but Landmark College recommends Chrome or Firefox.

Landmark College Online Dual Enrollment courses are optimally experienced through a full-featured web browser running on a desktop or laptop computer running Microsoft Windows or Apple Mac OS. Mobile phones and tablets may not be adequate or appropriate for completing certain aspects of your course work. However, when your laptop or desktop equipment is not available you can still access your courses through a mobile web browser such as Chrome or Safari. This allows you to keep up with your assignments, calendar, to-do list, and Inbox even when traveling. (The mobile app called "Canvas Student" is not compatible with our courses and should be avoided.)

If students access courses from school networks that use content filtering systems, which block access to public sites such as YouTube and Vimeo, students may have issues completing their assignments.

Skills for Success

To succeed in an online class, you should have the ability to:

- Navigate the WWW, including downloading and reading files from web sites;
- Download and install software or plug-ins such as Adobe Reader or Flash;
- Use the Learning Management System (Canvas) and be able to upload videos, files, and other materials as necessary. More about Canvas can be found in the Canvas Overview course located on your dashboard;
- Save files in commonly used word processing formats (.doc, .docx, .rtf);
- Copy and paste text and other items on a computer;
- Save and retrieve documents and files on your computer; and
- Locate information on the internet using search engines.

Course Topics

- **Business Trends:** how businesses function in a challenging environment, basic concepts of economics, global markets, ethical behavior, and social responsibility.
- **Business Economics:** how economic conditions affect business interaction in domestic and international settings.
- **Business ownership:** forms of businesses, entrepreneurship.
- **Business Management:** how leadership empowers workers to satisfy customers, adapting to new conditions, achieving excellence.
- **Human Resources:** how to motivate employees, recruitment and retention strategies, conflict mediation.
- **Marketing:** building relationships with customers, developing and pricing products and services, distribution, promotional techniques.
- **Decision Making:** using technology to manage information, and interpreting financial information.
- **Managing Financial Resources:** securities markets, investment opportunities, and money and the monetary system.

Grading

Grades reflect a demonstration of achievement of the course objectives. In-class as well as out-of-class work is necessary for the successful completion of the course. The grading for the course will be weighted as follows:

Participation – 5%

Active participation in conferences with instructor.

Class Discussions – 14%

Each student will respond to assigned prompts and reply to peers' posts.

Quizzes – 10%

Weekly practice and graded assessments will be used to measure student understanding of the course concepts and vocabulary.

Writing Assignments – 10%

Students will complete short writing assignments to develop business critical thinking skills

Case Studies – 20%

Students will review business case studies, analyze them and provide insights to strengthen their understanding of integrated business concepts such as accounting, marketing and leadership

Mini Project – 5%

Students will do more in depth research on specific business topics such as supply and demand, and business ethics.

Milestones – 15%

Scaffolded writing assignments that require research and analysis to support the development of the Final Project.

Final Project – 21%

In depth term-long analysis of a student-selected Fortune 500 company.

Letter Grades

Letter Grades will be assigned as follows:

A	100-93
A-	92-90
B+	89-87
B	86-83
B-	82-80
C+	79-77
C	76-73
C-	72-70
D+	69-67
D	66-63
D-	62-60
F	59 and below

Homework Policy

Homework is assigned on a regular basis and must be submitted for grading. Any homework not handed in when assigned is problematic because homework is assigned specifically with a project or goal in mind, i.e. what we are working on in class or in the text at the time. It is to the student's benefit to hand in what they have done at the time for at least a partial grade. Completion of the assignment after the fact will result in a decreased grade. Always remember that some points are better than none. Never hesitate to hand in work.

Homework is due by the beginning of class on the due date. Alternate homework submission formats (such as handwritten, video, or audio) will be accepted with prior consent of the instructor. In the event of a network outage, homework must be submitted within 24 hours after the network is restored. You should always make and retain copies of any work you submit.

Class absence does not extend the due date for homework. Make sure to submit your work electronically. If you have been absent, you are responsible for finding out what material was covered in class and what

was assigned for homework. As preparation for real-world employment, it is your responsibility to prepare for class and to present your work on time.

Late homework is subject to a penalty of 10% of the initial assignment’s points, per calendar day, for being late. No assignment will be accepted if submitted more than 10 days after the initial due date. The purpose of this policy is to prepare you for the business world, where timeliness is critical.

Accommodations Policy

"Given the unique mission of Landmark College, many academic accommodations that might be customary or required at traditional institutions would not be appropriate at Landmark, because they would alter the College’s academic program."

If you need individual accommodations to meet course objectives, please make an appointment with your professor to discuss your needs within the two weeks of the semester.

To view the full accommodations policy for Landmark College please visit: <https://www.landmark.edu/student-life/our-community/request-for-accommodations>.

Learning Outcomes

General Education Goal	Course Learning Outcomes (based on GE Learning Outcomes)
Business Program goal 1a: Describe how the U.S. business system is organized	Describe how the U.S. business system is organized.
Business Program goal 1a: Describe how the U.S. business system is organized General Education goal 4b: Describe the variation inherent within multiple communities.	Apply the concepts and terminology necessary for understanding economic activity in the U.S. and compare it with other societies.
Business Program goal 1a: Describe how the U.S. business system is organized	Explain organizational structures and processes as they apply to the management and production of goods and services.
Business Program goal 1a: Describe how the U.S. business system is organized General Education goal 2a: Identify the components used in the process of thinking in specific disciplines	Utilize ethical considerations in business decisions as well as employer/employee relationships including such topics as diversity, age discrimination, and harassment.
Business Program goal 1a: Describe how the U.S. business system is organized	Recognize marketing principles and consumer behavior as it applies to pricing, distributing, and promoting products.
Business Program goal 1a: Describe how the U.S. business system is organized General Education goal 3b: Appropriately use information gathered for a particular academic purpose.	Explain the appropriate and ethical use of information in the business environment.
Business Program goal 1a: Describe how the U.S. business system is organized	Describe the characteristics of the U.S. financial system and the role of banking in business