



## **Introduction to Business (BUSG 1301)**

**Credit:** 3 semester credit hours (3 hours lecture)

**Prerequisite/Co-requisite:** None

### **Course Description**

Fundamental business principles including structure, functions, resources, and operational processes.

### **Required Textbook and Materials**

Exploring Business, v. 2.0 by Karen Collins.  
eISBN: 978-1-4533-3241-2

Available as a FREE download in PDF and WORD DOCx formats:

<http://www.saylor.org/site/textbooks/Exploring%20Business.pdf>

<http://www.saylor.org/site/textbooks/Exploring%20Business.docx>

OPTIONAL SUPPLEMENTAL MATERIALS (PAID):

<https://students.flatworldknowledge.com/course/1316909>

Computer and internet access to utilize integrated online component.

### **Course Objectives**

Upon completion of this course, the student will be able to:

1. Describe the scope of global business enterprise
2. Identify business functions of accounting;
3. Identify business functions of management;
4. Identify business functions of marketing;
5. Outline the basic functions of Economics;
6. Describe the relationships of social responsibility, ethics, and law.

### **Course Outline**

- |                              |  |
|------------------------------|--|
| 1. The Business Environment. | 2. Business Ethics and Social Responsibility |
| a. State of Business         | 3. Business Communication                    |
| b. Basic Economics           | 4. Creating a Business.                      |
| c. The World Marketplace     |  |

Approved 1/2014

## **BUSG 1301**

### Course Syllabus

- a. Business Formation
- b. Small Business and Entrepreneurship
- 5. Business Finance
  - a. Basic Accounting
  - b. Basic Finance
  - c. Securities Markets
- 6. Marketing
  - a. Product Strategy
  - b. Distribution and Pricing
  - c. Marketing
- 7. Principles of Management and Leadership

### **Grade Scale**

90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
0 – 59	F

### **Course Evaluation**

Final grades will be calculated according to the following criteria:

- |                      |         |
|----------------------|---------|
| 1. First Major Exam  | 33 1/3% |
| 2. Second Major Exam | 33 1/3% |
| 3. Final Exam        | 33 1/3% |

### **Course Requirements**

1. Satisfactory exam grades.
2. Satisfactory attendance.
3. Satisfactory utilization of online component included with textbook

### **Course Policies**

1. A grade of 'C' or better must be earned in this course for credit toward degree requirement.
2. Proper classroom decorum must be maintained at all times.
3. No DISRUPTIONS will be tolerated and in this classroom, we will respect one another's right to learn.
4. No food, drinks, or use of tobacco products in class.
5. Cell phones, headphones, and any other electronic devices must be turned off while in class.
6. Do not bring children to class.
7. Do not walk out of class early without talking to me before the class begins.
8. Academic Dishonesty will be dealt with most strictly - An automatic F for the semester, plus a report will be filed.
9. On exam day, all desks MUST be clear except for exam materials. All purses, backpacks, notebooks, etc. should be stored under the desks - including CELL PHONES.

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10. No late assignments will be accepted.
11. Makeup exams will not be given, unless arranged for in advance. If you miss an exam (including the final) for any reason, without making arrangements with me prior to the exam, you will receive a zero on that exam.
12. Exams (including the final) will begin on time. If you are more than 5 minutes late for the exam, you will not be allowed to take it.
13. If you wish to drop a course, the student is responsible for initiating and completing the drop process. If you stop coming to class and fail to drop the course, you will earn an 'F' in the course.
14. Attendance is expected and required.
15. Additional class policies as defined by the individual course instructor.

**Disabilities Statement**

The Americans with Disabilities Act of 1992 and Section 504 of the Rehabilitation Act of 1973 are federal anti-discrimination statutes that provide comprehensive civil rights for persons with disabilities. Among other things, these statutes require that all students with documented disabilities be guaranteed a learning environment that provides for reasonable accommodations for their disabilities. If you believe you have a disability requiring an accommodation, please contact the Special Populations Coordinator at (409) 880-1737 or visit the office in Student Services, Cecil Beeson Building.

**Contact Information:**

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