BUS-110 Introduction to Business 3 credits

I. **Catalog Description:** This class will introduce business majors to a variety of business topics. Students who are considering business as a career will be learning about personnel and labor relations, governmental agencies and controls, Tribal enterprises and initiatives, production, marketing, and the like. Career opportunities for Tribal members and others will be explored.

II. **Prerequisites, pre-/co-requisites, co-requisites, recommended:** There are no prerequisites for this course, but it is a course required for a business degree. This class serves as the prerequisite for a number of other business classes. While this class has no prerequisites it is recommended that the student test clear of the reading comprehension.

III. **Rationale for Course Level:** This course is a 100 level class. This class covers the majority of the dimensions of business learning including: marketing, management, human resources, accounting and finance, information technology, business ownership and entrepreneurship. The class level is appropriate for this course. This class is necessary because it provides a broad introductory approach to business education.

IV. **Suggested Textbooks:**


V. **Student Learning Course Objectives:**

**Institutional Learning Goals:**

Students will:

1. Demonstrate competency in reading, writing, oral communication, and numerical literacy
2. Be able to evaluate information
3. Consider multiple perspectives from the diversity of human experience

**Business Program Goals:**

1. Students will apply critical thinking skills within a business environment. Level: Beginning
2. Students will solve ethical and legal dilemmas facing management using socially responsible business practices. Level: Beginning
3. Students will recognize the emotional implications of business decisions affecting internal and external stakeholders. Level: Beginning
4. Students will communicate effectively in a diverse and global business environment. Level: Beginning
5. Students will apply the dynamics of teamwork in the business setting. Level: Beginning
### Introduction to Business Learning Goals

1. Students will explain fundamental concepts of business including human resource, marketing, entrepreneurship, and legal.
2. Students will define cultural diversity in a business context.
3. Students will summarize business ethics, social responsibility, and sustainability.
4. Students will explain the basics of macro and micro economies.
5. Students will describe the four functions of management.
6. Students will recognize emotion intelligence in business situations.

### VI. Suggested Course Outline:

**Tentative Class Schedule**

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Class introduction</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Chapter 1 (Exploring the World of Business) / Chapter 1 Quiz</td>
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<tr>
<td><strong>Week 2</strong></td>
<td>Chapter 2 (Being Ethical and Socially Responsible) / Chapter 2 Quiz</td>
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<td></td>
<td>Chapter 3 (Exploring global Business) / Chapter 3 Quiz</td>
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<td></td>
<td>Introduction to business paper (SLO #1)</td>
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<td><strong>Week 3</strong></td>
<td>Exam #1 – Chapters 1-3 (SLO 2, 3)</td>
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<td>Chapter 4 – (Choosing a Form of Business Ownership) / Chapter 4 Quiz</td>
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<td><strong>Week 4</strong></td>
<td>Chapter 5 – (Small Business, Entrepreneurship, and Franchises) / Chapter 5 Quiz</td>
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<td></td>
<td>Exam #2 – Chapters 4 &amp; 5</td>
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<td><strong>Week 5</strong></td>
<td>Chapter 6 – (Understanding the Management Process) / Chapter 6 Quiz</td>
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<td></td>
<td>Chapter 7 – (Creating a Flexible Organization) / Chapter 7 Quiz</td>
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<td></td>
<td>Four Functions of Management Project (SLO 4)</td>
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<td><strong>Week 6</strong></td>
<td>Chapter 8 – (Producing Quality Goods and Services) / Chapter 8 Quiz</td>
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<td>Exam #3 – Chapters 6-8</td>
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<td><strong>Week 7</strong></td>
<td>Chapter 9 – (Attracting and Retaining the Best Employees) / Chapter 9 Quiz</td>
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<tr>
<td><strong>Week 8</strong></td>
<td>Chapter 10 – (Motivating and Satisfying Employees and Teams) / Chapter 10</td>
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<tr>
<td></td>
<td>Motivating and Satisfying Employees and Teams (Emotion intelligence in business situations) Project</td>
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</table>
Chapter 11 – (Enhancing Union-Management Relations) / Chapter 11 Quiz

**Week 9**
Exam #4 – Chapters 9-11

Chapter 12 – (Building Customer Relationships through Marketing) / Chapter 12 Quiz

**Week 10**
Chapter 13 – (Creating and Pricing Products that Satisfy Customers) / Chapter 13 Quiz

Chapter 14 – (Wholesaling, Retailing, and Physical Distribution) / Chapter 14 Quiz

Assign Presentation – Review PowerPoint and rubric

**Week 11**
Chapter 15 – (Developing Integrated Marketing Communications) / Chapter 15 Quiz

Exam #5 – Chapters 12-15

**Week 12**
Chapter 16 – (Understanding Information and E-Business) / Chapter 16 Quiz

Chapter 17 – (Using Accounting Information) / Chapter 17 Quiz

**Week 13**
Exam #6 – Chapters 16 & 17

Presentations

Chapter 18 – (Understanding money, Banking and Credit) / Chapter 18 Quiz

Chapter 19 – (Mastering Financial Management) / Chapter 19 Quiz

**Week 15**
Chapter 20 – (Understanding Personal Finance and Investments) / Chapter 20 Quiz

Final Exam Preparation

**Week 16**
Final Exam
SAGINAW CHIPPEWA TRIBAL COLLEGE  
SYLLABUS OF RECORD

VIII. Suggested Course Evaluation:

<table>
<thead>
<tr>
<th>Assessment Tools</th>
<th>Percentage of Total Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Attendance</td>
<td>10%</td>
</tr>
<tr>
<td>Class Participation</td>
<td>10%</td>
</tr>
<tr>
<td>Assignments</td>
<td>30%</td>
</tr>
<tr>
<td>Exams</td>
<td>30%</td>
</tr>
<tr>
<td>Final Paper</td>
<td>10%</td>
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<tr>
<td>Final Presentation</td>
<td>10%</td>
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</tbody>
</table>

**Grading Scale**

A: 100-95%  
A-: 95-90%  
B+: 89-87%  
B: 86-84%  
B-: 84 – 80%  
C+: 79-77%  
C: 76-74%  
C-: 73 – 70%  
D+: 69 – 67%  
D: 66-64%  
D-: 63-60%  
F: 59% and Below

IX. Bibliography


*This course is intended to blend the academic study of business and relate it to actual events occurring in our economy. It is important that the instructor stay up to date on current business events. It is suggested that the instructor read and follow current business events through CNN, ABC, CBS, NBC, Fox, Wall Street Journal, Detroit Free Press, Detroit News, and any news and business channel that will provide current relevant information about the economy.

Syllabus Prepared By:

(Signature of Faculty)__________________

Typed Name of Faculty, Credentials

(Date Syllabus Created/Updated if MCS Review)

Syllabus Prepared By:

2015