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Syllabus for BUSN105

Instructor Information

INSTRUCTOR: Reginald Terry
EMAIL: RTerry@aiuniv.edu
OFFICE HOURS *(Valid at time of printing; subject to change):*
Monday, 9:00 AM - 5:00 PM CT (Email, IM, Text) , Tuesday, 9:00 AM - 5:00 PM CT (Email, IM, Text) , Wednesday, 10:00 AM - 11:00 AM CT (Zoom) , Thursday, 9:00 AM - 5:00 PM CT (Email, IM, Text) , Friday, 9:00 AM - 5:00 PM CT (Email, IM, Text)

Overview

COURSE TITLE: Introduction to Business
COURSE CODE: BUSN105
TERM: 2504B
SECTION: 07

START OF COURSE: Wed, Sep 3
END OF COURSE: Tue, Oct 7

CREDIT HOURS: 4.5 credit hours
PREREQUISITES: There is no prerequisite for this course.

Course Policies: careered.libguides.com/coursepolicies

COURSE DESCRIPTION:

This survey course provides a general introduction to business activity and how it relates to our economic society. Students have the opportunity to explore how businesses are owned, organized, managed, and controlled. This course introduces basic concepts from management, finance, accounting, business technology, global business, and marketing.

COURSE OBJECTIVES:

- Analyze management strategies that ensure the success of organizations
- Analyze the role of communication in the success of an organization
- Distinguish between the challenges of a global market, international distribution, and operations networks.
- Evaluate marketing strategies for businesses in a global marketplace.
- Examine technologies that enhance business effectiveness
- Examine the impact of different business organizations and structures on society
- Examine the role of financial management in managing organizations

LIVE CHAT SCHEDULE

(Valid at time of printing; subject to change)

Date	Time	Type
Wed, 9/24	10 AM CT	Office Hours

Live meetings include Live Chats and Office Hours. The realtime Live Chats focus on the unit topic for each week of the session. You can attend live if your schedule permits. For your convenience, Live Chats are archived so you can review them at a later time.

ASSIGNMENTS

Assignment Name	Due Date	Assignment Type	Points Possible
Unit 1 - Discussion Board	Tue, 9/9	Discussion Board	40
Unit 1 - Intellipath	Tue, 9/9	Intellipath	160
Unit 2 - Discussion Board	Tue, 9/16	Discussion Board	40
Unit 2 - Intellipath	Tue, 9/16	Intellipath	160

Unit 3 - Discussion Board	Tue, 9/23	Discussion Board	40
Unit 3 - Intellipath	Tue, 9/23	Intellipath	160
Unit 4 - Discussion Board	Tue, 9/30	Discussion Board	40
Unit 4 - Intellipath	Tue, 9/30	Intellipath	160
Unit 5 - Discussion Board	Tue, 10/7	Discussion Board	40
Unit 5 - Intellipath	Tue, 10/7	Intellipath	100
Unit 5 - Quiz	Tue, 10/7	Other	60
		Total Points Possible	**1000**

UNIT OVERVIEW

Unit	Outcomes	Readings & Other Resource Materials	Assignments
Unit 1 : What is a Business?	Differentiate between the major forms of business to determine the most appropriate organizational structure for a given situation Discuss the primary goals of business through their roles in society Identify technologies that support business processes. Identify the relationships between accounting, finance, statistics, economics, management, and marketing in organizations.	*Business Fundamentals*: Chapters 1, 2, 4, & 12 *Introduction to Business*: Chapters 1 & 7 What is a Business?	Unit 1 - Discussion Board , Unit 1 - Intellipath
Unit 2 : Functions of Management	Identify basic management responsibilities in a business Identify technologies used to support managing people Interpret techniques managers use to effectively communicate to their employees	*Business Fundamentals*: Chapters 5, 8, & 10 *Introduction to Business*: Chapters 6 & Chapter 13 Functions of Management	Unit 2 - Discussion Board , Unit 2 - Intellipath
Unit 3 : The Financial Environment	Differentiate the financial statements used in organizations by categorizing the information contained in the balance sheet, income statement, and statement of cash flows. Discuss the characteristics and usage of accounting information used in business reporting for internal and external users. Explain the meaning of transactions and their effects on revenues, expenses, assets, liabilities, and capital in recording organizations' financial transactions. Identify basic financial management concepts.	*Business Fundamentals*: Chapter 9 *Introduction to Business*: Chapters 14, 15 & 16	Unit 3 - Discussion Board , Unit 3 - Intellipath
Unit 4 : Leadership and People in the Organization	Describe the changing nature of leadership by explaining the traits of effective organizational leaders Describe the role of HR management by identifying activities that support business initiatives Recognize the primary categories of communications used in a business setting.	*Business Fundamentals*: Chapters 4, 5, & 8 *Introduction to Business*: Chapters 8 & 9	Unit 4 - Discussion Board , Unit 4 - Intellipath
Unit 5 : Marketing Strategies	Describe how customer relations and customer satisfaction impact organizational success. Describe importance of marketing to the overall success of the organization by explaining the 4 P's of the marketing mix. Describe strategies organizations employ to manage global distribution and operations networks Differentiate between the marketing strategies organizations use in global and domestic markets Examine the challenges of the global marketplace including social, cultural, legal and political differences of major world marketplaces	*Business Fundamentals*: Chapters 3, 6, & 13 *Introduction to Business*: Chapters 3, 10, 11 & 12 Marketing Strategies	Unit 5 - Discussion Board , Unit 5 - Intellipath , Unit 5 - Quiz

Course Materials

Title	Type	Edition	Publisher	ISBN
Introduction to Business by OpenStax	e-Book - VitalSource	1	OpenStax	9781951693879

By accessing these course materials, the instructor agrees that the materials shall only be used in conjunction with required coursework and that the instructor shall not alter in any way, or copy or reproduce in any form with the intent of distributing or selling, any part of the content, directly or indirectly.

Course Outline

Unit 1 : What is a Business? **Unit 2 : Functions of Management** **Unit 3 : The Financial Environment**

- What is a Business?
- Classifying Businesses
- The Business Environment
- The Factors of Production
- Businesses and Profit-Generating Activities
- Business and the Economy
- Small Businesses
- Non-Profit Businesses
- Corporations
- Recent Technology Changes

- Introduction to Business Management
- Management Functions
- Basic Management Skills
- Levels of Management
- The Effect of Technology on Managing People
- Management Communication
- Effects of Technology on Business

- How is money managed?
- Introduction to Accounting and Finance
- Introduction to Financial Statements
- The Balance Sheet
- The Income Statement
- The Statement of Cash Flows
- Assets, Liabilities, and Owners' Equity
- Managing Financial Business Assets
- Capital Budgeting

Unit 4 : Leadership and People in the Organization

- Types of Leaders
- The Changing Nature of Leadership
- Leaders Vs. Managers
- Foundation of Human Resource Management
- New Challenges in the Workplace
- Internal Business Communication
- External Business Communication
- Formal and Informal Communication
- Typical Forms of Business Communication

Unit 5 : Marketing Strategies

- Introduction to Marketing
- Marketing Strategy: The 4 *P*s
- Marketer's Job Function
- Creating and Managing Your Brand
- Target Marketing and Market Segmentation
- Product Life Cycle
- The Global Environment
- What is a global business?
- Global Marketing
- Major World Marketplaces
- Social and Cultural Differences
- Legal and Political Factors

Grading Scale

Letter Grade	Percentage	Total Points Needed for Final Grade
A	93.00 - 100.00	929.95 - 1000.00
A-	90.00 - 92.99	899.95 - 929.94
B+	87.00 - 89.99	869.95 - 899.94
B	83.00 - 86.99	829.95 - 869.94
B-	80.00 - 82.99	799.95 - 829.94
C+	77.00 - 79.99	769.95 - 799.94
C	73.00 - 76.99	729.95 - 769.94
C-	70.00 - 72.99	699.95 - 729.94
D+	67.00 - 69.99	669.95 - 699.94
D	60.00 - 66.99	599.95 - 669.94
F	Below 59.99	Below 599.94
NA	0.00 - 0.00	0.00 - 0.00