



BUS-300 Introduction to Business

Description:

In this up-to-date, comprehensive survey, BUS-300 addresses forms of business ownership, management and organization, human resources management, marketing, social media and e-business, information systems, accounting, and finance. Core topics emphasize ethics and social responsibility, small business and entrepreneurship and global issues, while new coverage examines the impact of social media on business, international business, green and socially responsible business, and sustainability.

Textbook: Foundations of Business, 6th Ed. – Pride, Hughes, Kapoor – ISBN: 9781337386975

Course objectives:

Throughout the course, you will meet the following goals:

- Define business and identify potential risks and rewards.
- Identify the types of ethical concerns that arise in the business world.
- Explain the economic basis for international business.
- Describe the advantages and disadvantages of various forms of business ownership.
- Describe the four basic management functions: planning, organizing, leading and motivating, and controlling.
- Describe the major components of human resources management.
- Explain why it is important for a business to use social media to promote their business.

Contents:

Ch 1: The World of Business and Economics	Ch 9: Attracting and Retaining Employees
Ch 2: Ethics and Social Responsibility in Business	Ch 10: Motivating Employees and Teams
Ch 3: Global Business	Ch 11: Building Customer Relationships
Ch 4: Choosing a Form of Business Ownership	Ch 12: Creating and Pricing Products
Ch 5: Small Business and Entrepreneurship	Ch 13: Distributing and Promoting Products
Ch 6: Understanding the Management Process	Ch 14: Social Media and e-Business
Ch 7: Creating a Flexible Organization	Ch 15: Management and Accounting Info
Ch 8: Producing Quality Goods and Services	Ch 16: Mastering Financial Management

Grading Scale

A = 95-100%
B = 88-94.9%
C = 80-87.9%
D = 70-79.9%
F = Below 70%

Grade Weighting

Chapter Quizzes..... 70%
Final Exam 30%
100%