



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:

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| 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 (70% required for passing)

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| A = 90-100% |
| B = 80-89.9% |
| C = 70-79.9% |
| F = Below 70% |

Grade Weighting

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|--------------------------------|-------------------|
| Chapter Quizzes..... | 50% |
| Activities | 20% |
| <u>Final Exam</u> | <u>30%</u> |
| | 100% |