# **CBUS 1003 – General / Introduction to Business Administration Syllabus**

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**Course Number and Title:**

CBUS 1003 – General / Introduction to Business Administration

**Course Brief Description:**   
Survey of business concepts and functional areas of business, including accounting, economics, finance, management, marketing, and business ethics.

**Prerequisite Knowledge:**

No prerequisite is required for the course.

**Course Goals:**

At the end of this course, students will be able to:

1. Identify the basic components of the marketing mix: Product, Place, Price, and Promotion.
2. Explain accounting and financial management including planning, budgeting, resource allocation, and sources of funding.
3. Demonstrate an understanding of the forces that shape the business and economic structure of the United States of America in a global marketplace and compare it to other economic systems.
4. Describe the functions of the business manager: planning, organizing, leading, and controlling.
5. Explain the legal forms of business ownership and the advantages and disadvantages of each.
6. Describe the ethical, regulatory, and social environments of business.
7. Identify the fundamentals of entrepreneurship.

**Course Materials:**

[*Introduction to Business*](https://louis.pressbooks.pub/introbusinessadmin/)by Lawrence J. Gitman, Carl McDaniel, Amit Shah, Monique Reece, Linda Koffel, Bethann Talsma, and James Hyatt.

**Instructor Contact Information:** [*Keep as a placeholder for future adopters]*

Instructor:

* Name:
* Email:
* Phone:
* Office:
* Office Hours:
* Communication policy:

**Course Schedule:**

| **Module** | **Topics and Concepts**  List and describe as necessary the topics and concepts covered in each weekly unit. | **Corresponding Course Materials**  Where relevant, indicate if the resource is a chapter(s) or section(s) of a larger resource. |
| --- | --- | --- |
| 1 | Economic Systems and Business | Introduction to Business (Pressbooks) Chapter 1 |
| 2 | Ethics and Social Responsibility | Introduction to Business (Pressbooks) Chapter 2 |
| 3 | Competition in a Global Marketplace | Introduction to Business (Pressbooks) Chapter 3 |
| 4 | Forms of Business Ownership | Introduction to Business (Pressbooks) Chapter 4 |
| 5 | Entrepreneurship | Introduction to Business (Pressbooks) Chapter 5 |
| 6 | Management and Leadership | Introduction to Business (Pressbooks) Chapter 6 |
| 7 | Designing Organizational Structures | Introduction to Business (Pressbooks) Chapter 7 |
| 8 | Human Resources and Labor Relations | Introduction to Business (Pressbooks) Chapter 8 |
| 9 | Employee Motivation | Introduction to Business (Pressbooks) Chapter 9 |
| 10 | Operations Management | Introduction to Business (Pressbooks) Chapter 10 |
| 11 | Products and Pricing | Introduction to Business (Pressbooks) Chapter 11 |
| 12 | Distribution and Promotion | Introduction to Business (Pressbooks) Chapter 12 |
| 13 | Technology Management | Introduction to Business (Pressbooks) Chapter 13 |
| 14 | Finance and Accounting | Introduction to Business (Pressbooks) Chapter 14 |
| 15 | Money and Financial Institutions | Introduction to Business (Pressbooks) Chapter 15 |
| 16 | Financial Management and Securities | Introduction to Business (Pressbooks) Chapter 16 |

**Course Policies:** *[outline these as best as you can in terms of what is required for this course]*

* **Technology Requirements**

*May include computer hardware requirements, headphone/webcam requirements, computer software requirements, browser requirements*

* **Computer Skills**

*May include skills with LMS, proficiency with software packages (Microsoft Office), library databases, Zoom, etc.*

* **Evaluation**

*May include both formative and summative assessment included, graded items, and expectations around assessments (participation, submission process). Note the role of the H5P content in Pressbooks: is this for self-practice or for a grade. If graded, indicate the grading scheme (is it graded based on average attempt, best attempt, first attempt, or last attempt).*

**Learner Expectations**

As this class is an introductory course to various business-related disciplines, it is designed to provide the fundamentals of business. To establish your own base of knowledge, you will be provided with information from the course text on which you will be quizzed on during each module. Each week, there will be a 25 question quiz that will be based on your course textbook as well as a five question end of the chapter assessment embedded in your etextbook. You should read through your chapters each week, not only to respond strongly to your quiz, but to help you engage in discussion in the class. Though this is not a research-intensive course or an upper level seminar, it is expected that you will apply concepts in this course to your assignments.

Moving past simple memorization and recall, you will apply what you have learned in individual discussion and group case study assignments. Be prepared to spend time each week responding individually to ethics discussion assignment, as well as participate in a group case study assignment. As you ethics activity and your group case study assignments may require outside research, and in the case of your group work there will be time required to meet, expect to spend a couple of hours of time dedicated to research, application, and response to these assignments.

Your individual discussion assignments should reflect thought, and additionally, encourage greater conversation among your peers as you will be responsible for responding to other's posts. These posts should move past a statement of agreement. Your case study assignments encourage group discussion and should honor all the contributions of the group.

**Grading Policy**

* 16 Module Quizzes - 25 points each
  + 25 Question Multiple Choice and True False quizzes scored at 1 point per question
* 16 eTextbook Let’s Test Your Knowledge Questions – 10 points each
  + 5 Question Sets embedded at the end of each chapter in the etextbook
* 16 Weekly Ethics Activity Discussion Forum - 15 points each
  + Each week you will have a discussion to respond to that explores ethical or unethical business practices. You must respond to all question prompts. You will also discuss your classmates’ responses. A rubric is provided in Moodle.
* 16 Group Case Study Assignments – 15 points each
  + Each week you will work in a group to explore a case study, which will require you to each research the topic or case and respond to questions in which you apply concepts discussed that week to your case. You must respond to all question prompts.

*[Keep as a placeholder for future adopters to enter grading scale. Also, future adopters will provide their grading rubric for discussion and assignments]*

**University Policies and Support:** *[Keep as a placeholder for future adopters]*

* **Code of Conduct**
* **Online Etiquette**
* **Academic Integrity**
* **Diversity Statement**
* **Accessibility and Disability Services**
* **Technology Support**
* **Academic Support Services**