Pellissippi State Community College
Master Syllabus

INTRODUCTION TO BUSINESS
BUSN 1305

Class Hours: 3.0      Credit Hours: 3.0
Laboratory Hours: 0.0
Revised: Fall 2017

Catalog Course Description
This course provides an introduction to the business environment. Topics may include business ownership and organization, management, marketing, business ethics, accounting, economics, finance and business careers.

Prerequisite(s)
None

Co-requisite(s)
None

Textbooks(s) and Other Course Materials
1. Kelly/Williams – BUSN9 (with BUSN Online, 1 term (6 months) Printed Access Card)
   1305497325 | 9781305497320  Print option. BUSN8 will also work.

Week/Unit/Topic Basis

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<th>WEEK</th>
<th>UNIT</th>
<th>TOPIC</th>
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<tr>
<td>1</td>
<td>Chpt. 1</td>
<td>Orientation to course &amp; Business NOW</td>
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<td>2</td>
<td>Chpt. 3</td>
<td>The World Marketplace</td>
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<td>3</td>
<td>Chpt. 4</td>
<td>Business Ethics</td>
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<td>Chpt. 6</td>
<td>Business Formation</td>
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<td>5</td>
<td>Chpt. 7</td>
<td>Exam 1 Chapters 1, 3, 4, &amp; 6; Small Business &amp; Entrepreneurship</td>
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<td>6</td>
<td>Chpt. 8; 9</td>
<td>Accounting; Finance: Acquiring and Using Funds</td>
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<td>7</td>
<td>Chpt. 10</td>
<td>Finance: Securities Markets; Exam 2 Chapters 7, 8, 9 &amp; 10</td>
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<td>8</td>
<td>Chpt. 11 &amp; 5</td>
<td>Marketing: Customer Connections &amp; Business Communications</td>
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<td>9</td>
<td>Chpt. 12</td>
<td>Product and Promotion</td>
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<td>10</td>
<td>Chpt. 13</td>
<td>Distribution and Pricing</td>
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<td>Chpt. 16</td>
<td>Managing Information &amp; Technology; Exam 3 Chapters 5, 11, 12 &amp; 13</td>
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12-13 Chpt. 14 & 15 Management, Motivation & Leadership & Human Resources Management
14    Chpt. 17 Operations Management; Exam 4 Chapters 15-17
15    Final Week Team Presentations and Team Projects

Course Goals*
The course will:
A. Guide students’ understanding of the basic environment of business. I, II, VI
B. Expand understanding of basic management and organization. I, II, VI
C. Enhance understanding of basic marketing. I, II
D. Expand understanding of basic information technology currently used for business strategy and decision-making. I, II, III, V, VI
E. Guide students to a better understanding of basic finance and investment. I, II, V, VI
F. Guide students to learn to locate, analyze and integrate information from public sources to solve business problems. I, II, III, VI
G. Enhance students’ ability to analyze a company using publicly available resources. III, V

*Roman numerals after course objectives reference goals of the Business program.

**Expected Student Learning Outcomes***

Students will

1. Understand the various forms of business ownership, pros and cons of each as related to a given business, and the processes for formation. A
2. Understand the various functional areas of business operations and the interrelationship of these functional areas within the organization. B, C, D, E
3. Demonstrate student preparedness for further study in a variety of available fields of study within the business environment as well as provide additional information to assist students in determining a specific field of interest. A, B, C, D, E
4. Discuss what markets are and how they are classified. C
5. Describe the four basic management functions. B
6. Discuss management’s information requirements. D
7. Summarize how managers evaluate the financial health of a business. F, G
8. Research, analyze, write and present a company analysis using basic report template. F, G

*Capital letters after Expected Student Learning Outcomes reference the course goals listed above.

**Evaluation**

A. Testing Procedures: 65% of grade
   Exams may include objective and essay questions, as well as short cases.

B. Laboratory Expectations
   N/A

C. Field Work: 10% of grade
   Team Analysis of Fortune 500 Firm – paper and oral presentation (10%)

D. Other Evaluation Methods: 25% of grade

   - Homework will be assigned throughout the semester (cases assigned as homework, current events articles & other activities assigned by the instructor) (15%)
   - Quizzes to ensure assignments have been read (10%)
E. Grading Scale:
   A   92-100
   B+  89-91
   B   82-88
   C+  79-81
   C   72-78
   D   65-71
   F   0-64

Policies

Attendance Policy

Pellissippi State expects students to attend all scheduled instructional activities. As a minimum, students in all courses (excluding distance learning courses) must be present for at least 75 percent of their scheduled class and laboratory meetings in order to receive credit for the course. Individual departments/programs/disciplines, with the approval of the vice president of Academic Affairs, may have requirements that are more stringent. In very specific circumstances, an appeal of the policy may be addressed to the head of the department in which the course was taken. If further action is warranted, the appeal may be addressed to the vice president of Academic Affairs.

Academic Dishonesty

Academic misconduct committed either directly or indirectly by an individual or group is subject to disciplinary action. Prohibited activities include but are not limited to the following practices:

• Cheating, including but not limited to unauthorized assistance from material, people, or devices when taking a test, quiz, or examination; writing papers or reports; solving problems; or completing academic assignments.
• Plagiarism, including but not limited to paraphrasing, summarizing, or directly quoting published or unpublished work of another person, including online or computerized services, without proper documentation of the original source.
• Purchasing or otherwise obtaining prewritten essays, research papers, or materials prepared by another person or agency that sells term papers or other academic materials to be presented as one’s own work.
• Taking an exam for another student.
• Providing others with information and/or answers regarding exams, quizzes, homework or other classroom assignments unless explicitly authorized by the instructor.
• Any of the above occurring within the Web or distance learning environment.

Please see the Pellissippi State Policies and Procedures Manual, Policy 04:02:00 Academic/Classroom Conduct and Disciplinary Sanctions for the complete policy.

Accommodations for Disabilities

Students that need accommodations because of a disability, have emergency medical information to share, or need special arrangements in case the building must be evacuated...
should inform the instructor immediately, privately after class or in her or his office. Students must present a current accommodation plan from a staff member in Disability Services (DS) in order to receive accommodations in this course. Disability Services (http://www.pstcc.edu/sswd/) may be contacted via Disability Services email or by visiting Alexander 130.