

Syllabus for UWXBU101

Introduction to Business

NOTE: This syllabus document contains the basic information of this course. The most current syllabus is available in the full course.

Course Description

Introduction to Business provides a broad overview of the environment, principles, and functions of business. Students will gain an understanding of business terminology and practices essential for success in industry. Students will learn about functional areas of business such as economics, management, marketing, technology, accounting and finance.

Prerequisite(s)

None.

Course Outcomes

1. Evaluate how people interact with a business from a consumer perspective.
2. Explain how people interact within a business or similar organizational structure from an employee/employer relationship perspective.
3. Apply basic business concepts to be able to better interact with businesses as a consumer and/or as an employee/employer.
4. Articulate basic business concepts and processes related to management, marketing, finance and accounting, how they fit together within an organization, and how they adapt to changing business environments.
5. Describe the role of business in society, including global/international business and the importance of understanding culture.
6. Discuss current business and economics issues.
7. Define basic business and economics terminology.

Course Requirements/Components

The course will include a combination of discussions, quizzes, writing assignments, and exams covering the following topics.

1. The Dynamics of Business and Economics
2. Business Ethics and Social Responsibility
3. Business in a Borderless World
4. Options for Organizing a Business
5. Small Business, Entrepreneurship, and Franchising
6. The Nature of Management
7. Organization, Teamwork and Communication
8. Managing Operations and Supply Chains
9. Motivating the Workforce

- 10. Managing Human Resources
- 11. Customer Driven Marketing
- 12. Personal Selling
- 13. Digital and Viral Marketing
- 14. Financial Statement Analysis
- 15. Money and Financial Systems

Grading

The following grading scale will be used to evaluate all course requirements and to determine your final grade:

| Grade | Percentage Range |
|-------|------------------|
| A | 93-100% |
| A- | 90-92% |
| B+ | 87-89% |
| B | 83-86% |
| B- | 80-82% |
| C+ | 77-79% |
| C | 73-76% |
| C- | 70-72% |
| D+ | 67-69% |
| D | 60-66% |
| F | 59% and under |

| Assignment | Percent of Grade |
|----------------------------------|------------------|
| Written Assignments & Discussion | 40 |
| Weekly Quizzes | 40 |
| Final Exam | 20 |
| Total Points | 100 |