

Syllabus for APC 320 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

This course introduces the student to the major functional areas of business, including the roles of accounting, finance, human resources, marketing, information systems, and operations in the organization. Other topics covered include the role of business in a free enterprise system, business ethics, leadership, leading change, and the competitive global business environment.

Prerequisite(s)

None

Course Outcomes

Upon completing this course, you will be able to do the following:

- Understand the basic concepts associated with the foundations of business.
- Develop an awareness of business ethics and social responsibility.
- Identify economic challenges facing businesses today.
- Consider the extent of the global dimensions of business.
- Analyze the importance of the management process.
- Obtain knowledge of the need for effective human relations in business operations.
- Obtain an awareness of marketing and concepts associated with marketing in today's business environment.
- Determine and identify product, price, place, and promotion strategies.
- Obtain an awareness and understanding of the banking system, money, and other financial terms associated with business systems.
- Analyze the aspects of leadership and their importance in a business.
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Course Requirements/Components

- Unit Exams
- Research Project

- Quizzes
- Discussion Assignments
- Group Assignments
- Individual Assignments

Grading

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

Grade	Percentage Range
A	90% - 100%
B	80% - 89%
C	70% - 79%
D	60% - 69%
F	0% - 59%

Evaluation Methods	Points Per Item	Total Points Possible
Unit Exams (3)	60	180
Research Project (1)	100	100
Quizzes (16)	10	160
Discussion Assignments (2)	10	20
Group Assignments (3)	30	90
Individual Assignments (11)	15-25	185
Total Course Points		735