Introduction to Business - Course Syllabus

Description:
In this introductory course, students will learn the principles of business using real-world examples—learning what it takes to plan and launch a product or service in today’s fast-paced business environment. This course covers an introduction to economics, costs and profit, and different business types. Students are introduced to techniques for managing money, taxes and credits, the basics of financing a business, how a business relates to society, how to identify a business opportunity; and techniques for planning, executing, and marketing a business plan.


Course objectives:
- Understand basic economic principles
- Develop workplace communication skills
- Describe how businesses are structured and operated
- Design a business plan
- Weigh financial risks and rewards

Contents:

**Semester A**
- Chapter 1 A Look at Wants and Needs
- Chapter 2 Economic Resources and Systems
- Chapter 3 Economic Activity in a Changing World
- Chapter 4 Business Ethics and Social Responsibility
- Chapter 5 Entrepreneurship and Small Business
- Chapter 6 Business Ownership and Operations
- Chapter 7 Organizational Structures
- Chapter 8 Leadership in Management
- Chapter 9 Technology's Impact on Business
- Chapter 10 Business in a Global Economy
- Chapter 11 The Role of Government in Business
- Chapter 12 Money and Financial Institutions
- Chapter 13 Marketing in Today's World
- Chapter 14 Advertising: Attracting an Audience
- Chapter 15 Human Resource Management
- Chapter 16 Culture and Diversity in Business
- Chapter 17 Managing Business Finances
- Chapter 18 Technology Advancements in the Workplace

**Semester B**
- Chapter 19 Basics of Computers
- Chapter 20 Developing a Career Plan
- Chapter 21 Getting a Job
- Chapter 22 Making Consumer Decisions
- Chapter 23 Consumer Rights
- Chapter 24 Protecting Consumers
- Chapter 25 What Is Credit?
- Chapter 26 How to Get and Keep Credit
- Chapter 27 Your Credit and the Law
- Chapter 28 Planning a Budget
- Chapter 29 Checking Accounts
- Chapter 30 Savings Accounts
- Chapter 31 Investing in Stocks
- Chapter 32 Bonds and Real Estate
- Chapter 33 Vehicle Insurance
- Chapter 34 Property Insurance
- Chapter 35 Life and Health Insurance

Grading Scale

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100%</td>
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<tr>
<td>B</td>
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<td>60-69%</td>
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Grade Weighting

- Chapter Quizzes: 50%
- Cumulative Exam: 50%