

Syllabus

BUS-105: Introduction to American Business

Course Description

This course is a survey of business principles, problems, and procedures including an overview of production and distribution of goods, ownership, competition, profit, managerial controls, personnel, government, and business relations.

Credit Hours: 3

Prerequisite Courses: none

Prerequisite Skills and Knowledge: none

Course Outcomes

Upon successful completion of this course, you should be able to:

- Understand what a business is, its ownership, and its structure.
- Understand the basic economic principles and how they affect business.
- Understand the following and how they impact business operations:
 - Global Markets
 - Ethics and Social Responsibility
 - Entrepreneurship
 - Management and Leadership
 - Information and Technology
 - Human Resources
 - Accounting and Financial Management

Resources:

Note: This course utilizes Online Educational Resources that are displayed in Student Resources within each workshop (or module).

IWU Diversity Statement

IWU, in covenant with God's reconciling work and in accordance with the Biblical principles of our historic Wesleyan tradition, commits to build a community that reflects Kingdom diversity.

We will foster an intentional environment for living, teaching, and learning, which exhibits honor, respect, and dignity. Acknowledging visible or invisible differences, our community authentically values each member's earthly and eternal worth. We refute

ignorance and isolation and embrace deliberate and courageous engagement that exhibits Christ's commandment to love all humankind. (2016)

Grading Scale

NOTE: In graduate level courses, a grade of C- or below will require the course to be repeated.

| Grade | Quality Points Per Credit | Percentage | Score |
|-----------|---------------------------|------------|----------|
| A | 4.0 | 95%–100% | 950–1000 |
| A- | 3.7 | 92%–94.9% | 920–949 |
| B+ | 3.3 | 89%–91.9% | 890–919 |
| B | 3.0 | 85%–88.9% | 850–889 |
| B- | 2.7 | 82%–84.9% | 820–849 |
| C+ | 2.3 | 79%–81.9% | 790–819 |
| C | 2.0 | 75%–78.9% | 750–789 |
| C- | 1.7 | 72%–74.9% | 720–749 |
| D+ | 1.3 | 69%–71.9% | 690–719 |
| D | 1.0 | 65%–68.9% | 650–689 |
| F | 0.0 | 0%–64.9% | 0–649 |

Grading Policies

Your grading policy for your course is dependent on your school and program. Your grading policies can be found in the [IWU Catalog](#).

Letter Grade Equivalencies

NOTE: In graduate level courses, a grade of C- or below will require the course to be repeated.

| Grade | Description of Work |
|-------|---------------------|
|-------|---------------------|

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|----------|--|
| A | Clearly stands out as excellent performance. Has unusually sharp insights into material and initiates thoughtful questions. Sees many sides of an issue. Articulates well and writes logically and clearly. Integrates ideas previously learned from this and other disciplines. Anticipates next steps in progression of ideas. Example "A" work should be of such nature that it could be put on reserve for all cohort members to review and emulate. The "A" cohort member is, in fact, an example for others to follow. |
| B | Demonstrates a solid comprehension of the subject matter and always accomplishes all course requirements. Serves as an active participant and listener. Communicates orally and in writing at an acceptable level for the degree program. Work shows intuition and creativity. Example "B" work indicates good quality of performance and is given in recognition for solid work; a "B" should be considered a good grade and awarded to those who submit assignments of quality less than the exemplary work described above. |
| C | Quality and quantity of work in and out of class is average. Has marginal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at least minimally. |
| D | Quality and quantity of work is below average. Has minimal comprehension, communication skills, or initiative. Requirements of the assignments are addressed at below acceptable levels. |
| F | Quality and quantity of work is unacceptable and does not qualify the student to progress to a more advanced level of work. |

Course Workshop Summary

| Workshop | Devotion* | Discussion* | Assignment* | Quiz/Exam* | Total Points per Workshop |
|---------------------|------------------|--------------------|--------------------|-------------------|----------------------------------|
| Workshop One | 1/0 | 3/130 | 1/75 | 1/40 | 245 |
| Workshop Two | 1/0 | 2/80 | 1/55 | 2/60 | 195 |

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|-----------------------------|-----|--------|-------|-------|-----------------|
| Workshop Three | 1/0 | 2/80 | 1/75 | 1/40 | 195 |
| Workshop Four | 1/0 | 2/80 | 1/75 | 1/40 | 195 |
| Workshop Five | 1/0 | 2/80 | 1/90 | | 170 |
| End of Course Survey | | | | | 10 extra credit |
| TOTAL | 5/0 | 11/450 | 5/370 | 5/180 | 1,000 |

* Number of Activities/Sum Point Totals

Workshop One

| Title | Due Dates | Time | Points |
|---|--|------------|--------|
| 1.1 Exercise: Devotional | Due by the end of the workshop. | 30 minutes | 0 |
| 1.2 Discussion: Quality of Life | Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop. | 3 hours | 40 |
| 1.3 Discussion: Business Environment | Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop. | 3 hours | 40 |
| 1.4 Discussion: Economic Systems | Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop. | 3 hours | 50 |
| 1.5 Assignment: Ethical Behavior | Due by the end of the workshop. | 5 hours | 75 |

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|------------------------------------|---------------------------------|------------------|------------|
| 1.6 Quiz: Workshop One Quiz | Due by the end of the workshop. | 1.5 hours | 40 |
| Totals | | 16 hours* | 245 |

Workshop Two

| Title | Due Dates | Time | Points |
|---|--|------------------|------------|
| 2.1 Exercise: Devotional | Due by the end of the workshop. | 30 minutes | 0 |
| 2.2 Exercise: Understanding How Businesses Operate | Complete the reading by the fourth day of the workshop so you can accurately post in the discussion. | 3 hours | 0 |
| 2.3 Discussion: Business Ownership | Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop. | 4 hours | 40 |
| 2.4 Discussion: Entrepreneur | Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop. | 4 hours | 40 |
| 2.5 Assignment: Leadership | Due by the end of the workshop. | 6 hours | 55 |
| 2.6 Quiz: Workshop Two Quiz | Due by the end of the workshop. | 1.5 hours | 40 |
| 2.7 Exam: Program Inbound Exam | Due by the end of the workshop. | 2 hours | 20 |
| Totals | | 21 hours* | 195 |

Workshop Three

| Title | Due Dates | Time | Points |
|---|--|------------------|------------|
| 3.1 Exercise: Devotional | Due by the end of the workshop. | 30 minutes | 0 |
| 3.2 Exercise: How to Organize Employees into Departments | Complete the reading by the fourth day of the workshop so you can accurately post in the discussion. | 3 hours | 0 |
| 3.3 Discussion: Organizational Design | Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop. | 4 hours | 40 |
| 3.4 Discussion: Motivation | Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop. | 4 hours | 40 |
| 3.5 Assignment: Working in Teams | Due by the end of the workshop. | 6 hours | 75 |
| 3.6 Quiz: Workshop Three Quiz | Due by the end of the workshop. | 1.5 hours | 40 |
| Totals | | 19 hours* | 195 |

Workshop Four

| Title | Due Dates | Time | Points |
|---|--|------------|--------|
| 4.1 Exercise: Devotional | Due by the end of the workshop. | 30 minutes | 0 |
| 4.2 Exercise: Basic Understanding of Accounting and Financial Statements | Complete the reading by the fourth day of the workshop so you can accurately post in the discussion. | 3 hours | 0 |

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|---|--|------------------|------------|
| 4.3 Discussion: Accounting Specialization | Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop. | 4 hours | 40 |
| 4.4 Discussion: Morningstar: The Most Trusted Source of Investment Information | Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop. | 4 hours | 40 |
| 4.5 Assignment: Obstacles to Business Expansion | Due by the end of the workshop. | 6 hours | 75 |
| 4.6 Quiz: Workshop Four Quiz | Due by the end of the workshop. | 1.5 hours | 40 |
| Totals | | 19 hours* | 195 |

Workshop Five

| Title | Due Dates | Time | Points |
|--|--|------------|--------|
| 5.1 Exercise: Devotional | Due by the end of the workshop. | 30 minutes | 0 |
| 5.2 Exercise: The Basics of Effective Marketing | Complete the reading by the fourth day of the workshop so you can accurately post in the discussion. | 3 hours | 0 |
| 5.3 Discussion: Dunkin' Donuts and the Seven Ps | Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop. | 4 hours | 40 |
| 5.4 Discussion: Financial Security | Post your initial response by the end of the fourth day of the workshop and your two responses by the end of the workshop. | 4 hours | 40 |

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|--|---------------------------------|--------------------|-----------------|
| 5.5 Assignment: Course Learning Summary | Due by the end of the workshop. | 8 hours | 90 |
| End of Course Survey | Due by the end of the workshop. | | 10 extra credit |
| Totals | | 19.5 hours* | 170 |

Workshop Five

Course Assignments

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| TOTALS | 94.5 hours* |
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* These timings are based on estimations of average times to complete each assignment. Actual assignment completion times will vary.

Alternative Assignment Policy

Students with a documented disability may request accommodations for an alternative assignment(s) for course activities (Examples: video assignments, etc.). It is the student's responsibility to submit the form received from the Disability Services Office indicating his/her specific accommodation to the instructor prior to the start of each course.

Expectations, Policies, and Important Student Information

| School/Division | Link |
|---|--|
| DeVoe School of Business Division of Liberal Arts School of Services and Leadership | View School/Division Expectations, Policies, and Student Information |
| School of Educational Leadership | View School/Division Expectations, Policies, and Student Information |

| School/Division | Link |
|-------------------------|---|
| Wesley Seminary @ IWU | <u>View School/Division Expectations, Policies, and Student Information</u> |
| Nursing - Undergraduate | <u>View School/Division Expectations, Policies, and Student Information</u> |
| Nursing - Graduate | <u>View School/Division Expectations, Policies, and Student Information</u> |