

**Saint Leo University**

**GBA 105  
Introduction to Business**

**Course Description:**

An introductory course in business administration. This course examines business as an active partner in our total economic system. It will generate an awareness of the social responsiveness of business as well as knowledge of its relationships with government, labor, and the public.

**Prerequisite:**

None

**Textbook:**

**The textbook information which appears on our Saint Leo Bookstore ordering site is as follows:**

ACP Introduction to Business Custom SLU ISBN: 9781337407120

**Your custom textbook was created from the following National text(s):**

Kelly, M., & Williams, C. (2019). BUSN: introduction to business (11th ed.). Boston, MA, USA: Cengage Learning. (TEXT ONLY) ISBN: 978-337-40717-5

**Learning Outcomes:**

Upon completion of this course, students will be able to:

1. Explain the contributions of entrepreneurship, services, products, jobs, and income that business provides to our society.
2. Explain an understanding of the different economic philosophies and their effects on business operations.
3. Explain contemporary business concepts and practices while integrating integrity, respect, and responsible stewardship as a foundation for the decision-making process.
4. Explain developing and implementing marketing plans.
5. Explain the management of financial resources.
6. Develop research, analytical thinking, and communication skills.
7. **Values Outcome:** Understand the importance of personal development in attaining and maintaining a holistic attitude in order to be successful in both personal and professional endeavors.

**Core Value:**

*Personal Development:* Saint Leo University stresses the development of every person's mind, spirit and body for a balanced life. All members of the Saint Leo University community must demonstrate their commitment to personal development to help strengthen the character of our community.

**Evaluation:**

<b>Assignment</b>	<b>% of Total</b>
Discussion (8)	20%
Quizzes (2)	10%
Term Paper – Outline	5%
Term Paper – Rough Draft	5%
Term Paper – Final Draft	20%
Midterm Exam	15%
Final Exam	25%
<b>TOTAL</b>	<b>100%</b>

Grade	Score (%)
A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D+	67-69
D	60-66
F	0-59

**Discussion:**

The discussion question will be posted by the instructor for each module. You must post two responses to **each** discussion board question every module.

- Post your initial response to the discussion question **no later than Thursday 11:59 PM EST/EDT.**
- Post responses to at least two classmates **no later than Sunday 11:59 PM EST/EDT.**

Typically, responses to the discussion question(s) posed by the instructor are 2-4 paragraphs and replies to fellow student responses are 1-2 paragraphs. A 2-3 sentence response/reply does not suffice.

**Quizzes and Exams:**

During this course, you will take two quizzes (Module 2 and Module 6), a Midterm Exam (Module 4), and a Final Exam (Module 8). The quizzes and exams are all multiple-choice.

**Term Paper:**

Focusing on the core value of personal development, **you may choose any topic covered in your text as the basis of your paper.** During the course, you will be responsible for submitting an outline and a rough draft of your Term Paper. This will demonstrate the level of personal development in this subject matter that you have achieved during this course.

The Term Paper for this course must be a minimum of five pages, following the APA writing style. You may find information on APA formatting by using the Saint Leo University Library website, or clicking on the APA Guide link in the Resources menu. Please note that the required five pages do not include the cover page, abstract, or the reference page.

You must include a minimum of five references from articles, journals, or texts that are available in one of the various databases in the Saint Leo University Library. Your text may also be used as a reference; *however, only one reference from a non-academic resource is permitted.* You must ensure the non-academic reference is reliable and credible.

**Course Schedule:**

**Module 1:** Taking Risks/The Impact of Economic Systems

**Objectives:** When you complete this module, you should be able to:

- Describe the relationship between profit and risk, and show how businesses and nonprofit organizations can raise the standard of living for all.
- Analyze the effect of the economic environment and taxes on businesses.
- Demonstrate how businesses can meet and beat competition.
- Explain basic economics.
- Discuss the economic system of the United States, including the significance of key economic indicators, productivity, and the business cycle.

**Assignment Overview:**

<b>Items to be Completed:</b>	<b>Due No Later Than:</b>
Read the assigned materials	
Post Introduction	Thursday 11:59 PM EST/EDT
Post Initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post Responses to at least two classmates	Sunday 11:59 PM EST/EDT
Choose Business Topic for Term Paper	Sunday 11:59 PM EST/EDT

**Module 2:** Businesses in Global Markets/Ethics

**Objectives:** When you complete this module, you should be able to:

- Explain the importance of importing and exporting.
- Discuss the changing landscape of the global market.
- Describe management's role in setting ethical standards.
- Define corporate social responsibility and compare corporate responsibility to various stakeholders.

**Assignment Overview:**

<b>Items to be Completed:</b>	<b>Due No Later Than:</b>
Read the assigned materials	
Post Initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post Responses to at least two classmates	Sunday 11:59 PM EST/EDT
Complete Quiz 1	Sunday 11:59 PM EST/EDT

**Module 3:** Starting a Business/Entrepreneurship

**Objectives:** When you complete this module, you should be able to:

- Describe the differences between sole proprietorships, general and limited partners, and corporations.
- Describe the different types of mergers.
- Explain the process of starting and operating a small business.

**Assignment Overview:**

<b>Items to be Completed:</b>	<b>Due No Later Than:</b>
Read the assigned materials	
Post Initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post Responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Outline of Term Paper	Sunday 11:59 PM EST/EDT

**Module 4:** Management and Leadership/Production and Operations

**Objectives:** When you complete this module, you should be able to:

- Describe the four functions of management.
- Explain the differences between leaders and managers.
- Describe the various leadership styles.
- Describe operations management planning issues.
- Describe techniques that improve productivity.

**Assignment Overview:**

<b>Items to be Completed:</b>	<b>Due No Later Than:</b>
Read the assigned materials	
Post Initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post Responses to at least two classmates	Sunday 11:59 PM EST/EDT
Complete Midterm Exam	Sunday 11:59 PM EST/EDT

**Module 5:** Aspects of Human Resources and Foundational Theories

**Objectives:** When you complete this module, you should be able to:

- Explain the importance of human resource management.
- Describe the various legislation effecting to human resource management.
- Describe the major legislation affecting labor unions.
- Describe the tactics used by labor and management during conflicts.

**Assignment Overview:**

Items to be Completed:	Due No Later Than:
Read the assigned materials	
Post Initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post Responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submit Term Paper Rough Draft	Sunday 11:59 PM EST/EDT

**Module 6:** Marketing, Developing, and Implementing Marketing Plans

**Objectives:** When you complete this module, you should be able to:

- Define *marketing* and apply the marketing concept to both for-profit and nonprofit organizations.
- Describe the four Ps of marketing.
- Explain the steps in the new-product development cycle.

**Assignment Overview:**

Items to be Completed:	Due No Later Than:
Read the assigned materials	
Post Initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post Responses to at least two classmates	Sunday 11:59 PM EST/EDT
Complete Quiz 2	Sunday 11:59 PM EST/EDT

**Module 7:** Accounting and Financial Information

**Objectives:** When you complete this module, you should be able to:

- Explain the management of financial resources.
- Identify components of the Accounting Cycle.
- Develop research, analytical thinking, and communication skills.

**Assignment Overview:**

<b>Items to be Completed:</b>	<b>Due No Later Than:</b>
Read the assigned materials	
Post Initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post Responses to at least two classmates	Sunday 11:59 PM EST/EDT
Submitted Term Paper	Sunday 11:59 PM EST/EDT

**Module 8:** Securities Markets/Money and the Federal Reserve

**Objectives:** When you complete this module, you should be able to:

- Explain the function of the securities market.
- Explain the purpose of the Federal Reserve.
- Describe technological advancements in financial transaction processing.

**Assignment Overview:**

<b>Items to be Completed:</b>	<b>Due No Later Than:</b>
Read the assigned materials	
Post Initial response to the discussion question	Thursday 11:59 PM EST/EDT
Post Responses to at least two classmates	Sunday 11:59 PM EST/EDT
Complete Final Exam	Sunday 11:59 PM EST/EDT