



# COURSE SYLLABUS

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## SECTION 1: COURSE INFORMATION

**Format:** Eight weeks.

**Course ID:** BBUS 1003

**Course Title:** Introduction to Business Concepts

**College:** College of Unrestricted Education - Department of Business & Leadership

**Prerequisites:** None

**Credit Hours:** 3

**Instructor:** See the online course in MyFIRE for instructor contact information and availability.

### Course Description

This course is an introduction to the key functions of business in the global economy. The course includes an overview of economics, accounting and finance, management, operations, marketing, and business planning. Students will also develop professional networking skills using social media.

## Course Overview

The purpose of this course is to introduce undergraduate business administration students to the essential concepts and functions of business. It serves as the first course in the Bachelor of Business Administration program, and we assume this is likely one of your first business courses you've ever taken. The course also meets requirements in other business- related programs and is suitable as an elective.

Students with business or job experience will be familiar with some of the concepts encountered in the course, but what makes this course unique is that a significant portion of the learning experience includes a competitive team-base case simulation. The internet-based simulation includes a series of business decisions related to a hypothetical coffee shop.

This course assumes you have the critical thinking, communication skill and work ethic to succeed in individually graded assignments.

If you have questions about your readiness for this course, or time required, please see your BBA advisor. You may also want to take advantage of some of the preparation tips provided in the Course Information Folder.

## Course Workload

Time spent on course assignments will vary by student depending on familiarity with course content, reading rate of speed, writing rate of speed, and other individual factors. Based on averages for most students, it is estimated that the course workload estimate for this course is **77.92 (9.74 hours per week)**.

## Course Materials

This course uses Open Educational Resource (OER) textbook material, which is embedded into the online course lessons. There is no textbook to purchase; however, you paid a fee for this course which entitles you to participate in the required online case simulation, BizCafe from [www.interpretive.com](http://www.interpretive.com). Information on how to access this will be distributed after the official add/drop date. Required and optional textbooks are accessed and ordered through [SEU's bookstore](#).

**Disclaimer:** The resources utilized in this course provide information, thoughts and insights that should encourage critical thinking on the part of the student. Please note as well that as an Assembly of God institution, Southeastern University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

## Course Topics

**The purpose of this course is to introduce, reinforce, and measure learning on the following topics:**

1. Business planning
2. Business ethics from a Christian worldview
3. Business communication
4. Professional networking
5. Management
6. Marketing
7. Accounting
8. Finance
9. Operations
10. Information systems
11. Business law

## Intended Learning Outcomes

**As a result of reading, study, and assessments in this course, the student should be able to:**

1. Explain the purpose of business in society from a Christian perspective.
2. Apply basic business networking skills in a digital environment.
3. Use research to analyze the economic, legal, political, social, and technological environment impacting business.
4. Use the basic functions of management and marketing in a simulated business environment.
5. Use the basic functions of accounting and finance in a simulated business environment.
6. Use the basic functions of productions and operations in a simulated business environment.
7. Develop, execute and report the results of a business plan.

## Key Performance Indicators

Students who successfully complete this course will demonstrate their learning through performance-based activities and assessments. Successful students will:

1. Write an essay and engage in discussion forums regarding a Christian perspective on the purpose and function of business in society.
2. Develop a basic professional digital profile in LinkedIn and connect with professionals related to a student's career interests.
3. Use professional databases from the campus library to research and analyze a company of choice.
4. Accurately define the basic terms in a series of quizzes related to the field of management, marketing, accounting, production, operations and legal.
5. Accurately describe how changes in demand and supply change equilibrium price.
6. Demonstrate a basic understanding of business communication and teamwork techniques by completing a multiple choice quiz.
7. Demonstrate effective decision-making through a case competition to complete the following:
  - a. Business planning
  - b. Production capacity planning
  - c. Recruiting, hiring and assigning human resources
  - d. Advertising budgeting and execution
  - e. Customer service
  - f. Inventory purchasing and controlling
  - g. Break-even analysis
  - h. Pricing strategy
  - i. Income statement analysis
8. Reporting case simulation results in a business presentation.

## **Late Work**

None accepted, except for emergencies.

## **Extra Credit**

None accepted.

## **SECTION 2: SOUTHEASTERN POLICIES**

### **Academic Policies**

View this link to see Southeastern's Policies regarding SEU's Mission and Vision Statements, Title IX Statement, Student Services, Class Participation, Official Email, MyFIRE Use, Technical Difficulties, Technical Support, Disability Statement, Academic Honesty, Course Evaluation, Official Withdrawal, Grading Scale, and Netiquette.




## SECTION 3: COURSE SCHEDULE

The **Course Schedule** provides a listing of your work in this course. The assessments are listed by Module and include the due dates and point values.


**Note:** Assignments are due by 11:59 p.m. EST on the due date, unless otherwise noted.

### AIM, LEARN, AND APPLY DESCRIPTIONS


#### Aim

 When you see the Aim icon, you will be introduced to topics and ideas that will be covered throughout this module. The AIM will also provide you with a glimpse into your learning objectives and an introduction to this module.

#### Learn

 When you see the Learn icon, all of your reading assignments will be listed and may include additional resources that your instructor is providing to help you complete the activities and assessments for the module.

#### Apply

 When you see the Apply Icon, it will be time to demonstrate your learning for the module. The items here are those in which you'll be graded and may include discussions, activities, assignments, quizzes, exams, and projects.

**MODULE 1:**  
**XX/XX/XX - XX/XX/XX**



- Define the purpose of business.
- Describe the five functional areas of business.
- Explain the macroeconomic environment of business.
- Describe how supply and demand influence prices in a market economy.
- Discuss how a specific issue(s) of social responsibility and biblical ethics affect business.



- View Module Introduction video and module objectives
- Complete lessons



- Discussion for Module 1: Social Responsibility and Business Ethics
  - Due: Thursday, Tuesday
  - Points: 30
- Assignment: Business Purpose and Economics
  - Due: Tuesday
  - Points: 15
- Quiz 1: Basic Business Vocabulary
  - Due: Saturday
  - Points: 10

**MODULE 2:**  
**XX/XX/XX - XX/XX/XX**



- Identify important elements of business networking.
- Locate opportunities for business networking.
- Explain the importance of proper business communication.
- Develop a communication / contact document.
- Practice online communication forms.
- Build a LinkedIn profile.



- View Module Introduction video and module objectives
- Complete lessons



- Discussion for Discussion for Module 2: LinkedIn
  - Due: Thursday, Tuesday
  - Points: 30
- Assignment: Group Communication Memo
  - Due: Tuesday
  - Points: 5
- Assignment: LinkedIn Profile
  - Due Tuesday
  - Points: 25

➤ Quiz 2: Business Communication Principles

- Due: Saturday
- Points 10

**MODULE 3:**  
**XX/XX/XX - XX/XX/XX**



- Identify the economic, legal, political, social, technological environment impacting business.
- Locate sources for business research.
- Locate and discuss a business analysis report.



- View Module Introduction video and module objectives
- Complete lessons



- Discussion for Discussion: SWOT Analysis of Starbucks
  - Due: Thursday, Tuesday
  - Points: 30
- Assignment: Industry Research
  - Due: Tuesday
  - Points: 25
- Assignment: Enforceable Contracts
  - Due: Tuesday
  - Points: 5
- Quiz 3: Business Law Vocabulary
  - Due: Saturday

- Points: 10

**MODULE 4:**  
**XX/XX/XX - XX/XX/XX**



- Define the components of a business plan
- Outline a business plan
- Construct a business plan
- Define the basic functions of marketing



- View Module Introduction video and module objectives
- Complete lessons



- Discussion Quiz 4: BizCafe Case Information
  - Due: Saturday
  - Points: 10
- Quiz 5: Marketing Vocabulary
  - Due: Saturday
  - Points: 5
- BizCafe Assignment: Individual Case Prep
  - Due: Saturday
  - Points: 10
- BizCafe Assignment: BizCafe Business Plan
  - Due: Tuesday
  - Points: 5

**MODULE 5:**  
**XX/XX/XX - XX/XX/XX**



- Define the basic functions of management
- Discuss the basic functions of management
- Practice basic functions of management and marketing in a simulated business environment



- View Module Introduction video and module objectives
- Complete lessons



- Discussion BizCafe Assignment: Simulation Decisions for Module 5
  - Round 1 Due: Friday, 11:59 PM Eastern Time Zone
  - Round 2 Due: Saturday, 11:59 PM Eastern Time Zone
  - Round 3 Due: Monday, 11:59 AM Eastern Time Zone
  - Round 4 Due: Tuesday, 11:59 PM Eastern Time Zone
- BizCafe Assignment: Recruiting
  - Due: Saturday
  - Points: 10
- BizCafe Assignment: Marketing
  - Due: Monday



- Points: 10
- BizCafe Assignment: Staffing
  - Due: Tuesday
  - Points: 10
- Quiz 6: Management Vocabulary
  - Due: Saturday
  - Points: 10

**MODULE 6:**

**XX/XX/XX - XX/XX/XX**



- Define the basic functions of accounting and finance
- Describe the structure and uses of three financial statements
- Practice basic functions of accounting and finance in a simulated business environment.



- View Module Introduction video and module objectives
- Complete lessons



- Discussion for BizCafe Assignment: Simulation Decisions for Module 6
  - Round 5 Due: Friday, 11:59 PM Eastern Time Zone
  - Round 6 Due: Saturday, 11:59 PM Eastern Time Zone
  - Round 7 Due: Monday, 11:59 AM Eastern Time Zone
  - Round 8 Due: Tuesday, 11:59 PM Eastern Time Zone
- BizCafe Assignment: Income Statement
  - Due: Saturday
  - Points: 10
- BizCafe Assignment: Balance Sheet
  - Due: Monday
  - Points: 10

- BizCafe Assignment: Breakeven Analysis

- Due: Tuesday
  - Points: 10
- Quiz 7: Accounting Vocabulary
  - Due: Saturday
  - Points: 10
- Quiz 8: Finance Vocabulary
  - Due: Saturday
  - Points: 5

**MODULE 7:**  
**XX/XX/XX - XX/XX/XX**



- Define the basic functions of production and operations
- Practice basic functions of production and operations in a simulated business environment



- View Module Introduction video and module objectives
- Complete lessons



- BizCafe Assignment: Simulation Decisions for Module 7
  - Round 9 Due: Friday, 11:59 PM Eastern Time Zone
  - Round 10 Due: Saturday, 11:59 PM Eastern Time Zone
  - Round 11 Due: Monday, 11:59 AM Eastern Time Zone
  - Round 12 Due: Tuesday, 11:59 PM Eastern Time Zone
- BizCafe Assignment: Physical Layout
  - Due: Saturday
  - Points:10
- BizCafe Assignment: Pricing
  - Due: Monday
  - Points: 10

- BizCafe Assignment: Forecasting
  - Due: Tuesday
  - Points: 10
- Quiz 9: Product Development Vocabulary
  - Due: Saturday
  - Points: 5
- Quiz 10: Operations Vocabulary
  - Due: Saturday
  - Points: 5

**MODULE 8:**  
**XX/XX/XX - XX/XX/XX**



- Implement the business plan
- Construct a report of the business plan analysis
- Identify the basic concepts of information systems



- View Module Introduction video and module objectives
- Complete lessons



- Discussion BizCafe Discussion: Final Case
  - Due: Thursday, Tuesday
  - Points: 30
- BizCafe Assignment: Case Simulation Final Presentation
  - Due: Monday
  - Points: 45
- Final Standing (Assigned by the Professor)
  - Due: Tuesday
  - Points: 125
- Final Business Simulation Concepts Exam
  - Due: Tuesday
  - Points: 50

## **SECTION 4: ASSESSMENTS**

### **Quizzes**

#### **Description**

Students will complete various quizzes during the course, which will assess comprehension of core concepts. The quiz questions will be objective in nature (multiple choice or matching) and will cover specific terms and concepts described in the textbook. Students should review the instructions and due dates for each quiz, as they vary from week to week. You will have one opportunity to retake each quiz on MyFIRE. You do not have a retake opportunity for the two of the quizzes taken from the case simulation site.

#### **Total Possible Points**

80

#### **Grade Weight**

13.33%

### **Discussion Forums**

#### **Description**

Students have three opportunities to discuss a question related to the main theme of the module.

Please note, you will be evaluated on the totality of your interaction and contribution to the discussion forum in that module. While there are a minimum number of posts and responses to make, logging in regularly and engaging in the threads to extend and contribute to the conversation beyond the minimum will earn full credit.

See the Discussion Forum rubric for more information.

#### **Total Possible Points**

90



**Grade Weight**

15%

## SECTION 4: ASSESSMENTS

### Assignments

#### Description

In each module students will complete from one to three assignments. The assignments focus on practical application of business principles, and include open ended questions or problems to solve. They vary in length and scope, but relate to the aims and goals within each module.

The BizCafe assignments (case simulation) include downloadable files that require students to complete responses in text fields, and then upload to MyFIRE.

The professional LinkedIn profile assignment required in module two has a separate rubric. All other assignments are evaluated for completeness, accuracy and college-level writing.

#### Total Possible Points

180

#### Grade Weight

30%

### BizCafe Case Simulation Description

#### Description

The case simulation experience represents the largest proportion of the final course grade.

The case simulation involves two practice rounds in module four; and, three live rounds in each of modules five, six, and seven. The total points include final ranking in the simulation, presentation, and discussion.

#### Total Possible Points

250

**Grade Weight**

41.67%