

# Course Number      **BUSI 1003**

## Course Title          **Introduction to Business**

### Course Description

This course involves a survey of the basic concepts of business and commerce within the United States economic framework. The topics include: economic systems, essential elements of business organizations, production, human resource management, marketing, finance, and risk management. The course will help you to develop a business vocabulary. There will be an exploration of the concepts of vocation and the Christian response to work which involves responsible stewardship, an ethic of caring, an ethical moral compass, and a purpose-driven focus.

### Course Prerequisites

There are no prerequisites for this course.

### Required Materials

"Better Business", Fifth Edition, by Solomon, Poatsy, and Martin. ISBN 13: 978-0-13-452274-6.

### Accreditation

Southern Wesleyan University is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate, baccalaureate, and masters degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097 or call 404-679-4500 for questions about the accreditation of Southern Wesleyan University.

### Program Learning Outcomes

Enter program learning outcomes

<b>PLO#1</b>	An overview of the basics of business including economics, entrepreneurship, forms of business ownership, management, leadership, production, marketing, finance and accounting.
<b>PLO#2</b>	A review of business systems and processes from the past to modern-day functions.

<b>PLO#3</b>	The demonstration of a comprehensive understanding of the factors that impact business including globalization, human resources, leadership, and management philosophies.
<b>PLO#4</b>	An overview of different approaches to business: The comparison of a business that is focused exclusively on profit compared to a business in which the focus is on profit as well as an ethic of caring, responsible stewardship, and adherence to an ethical moral compass in actions, decisions, and behaviors.
<b>PLO#5</b>	An overview of the concept of work from the basic definition of tasks, duties, and responsibilities to the additional paradigm of pursuing passion and purpose and considering work as a vocation.

## Course Learning Outcomes

Enter course learning outcomes, connect to program learning outcomes

		<b>Aligns with</b>
<b>CLO#1</b>	The student will analyze the basics of business including economics, entrepreneurship, forms of business ownership, management, leadership, production, marketing, finance and accounting.	<b>PLO #1</b>
<b>CLO#2</b>	The student will compare and contrast business systems and processes from the past to modern-day functions.	<b>PLO #2</b>
<b>CLO#3</b>	The student will demonstrate a comprehensive understanding of the factors that impact business including globalization, human resources, leadership, and management philosophies	<b>PLO #3</b>
<b>CLO#4</b>	The student will evaluate the difference between a business that is focused exclusively on profit compared to a business whose focus is on profit as well as an ethic of caring, responsible stewardship, and adherence to an ethical moral compass in actions, decisions, and behaviors.	<b>PLO #4</b>

<b>CLO#5</b>	The student will compare and contrast the concept of work from the basic definition of tasks, duties, and responsibilities to the additional paradigm of pursuing passion and purpose and considering work as a vocation.	<b>PLO #5</b>
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## Course Learning Assignments and Assessments

### Grading

Discussions	35%
Weekly Assignments	35%
Quizzes	10%
Final Project	20%
<b>Total</b>	<b>100%</b>

### Discussion Forums – 35%

Each week you will be involved in interesting and relevant discussions focused on a topic that was covered in one of the two chapters you have read. Since this is not a face-to-face class, it is essential that you participate in a meaningful way each and every week. You are required to submit your initial post prior to Thursday night at 11:59PM. To guide the discussion, there will be prompts in each week's Discussion Forum. You will be asked to view a video and then respond to the prompts that are given in the Discussion Topic for that week. As you compose your initial post, it will be necessary to write more than just a few sentences. It is important that you write complete sentences and show evidence of careful thought and reflection pertaining to the topic. You can use information from the reading and/or other sources to support your claim or to enhance your perspective. It is necessary to respond to at least TWO other students in the Discussion Forum after you have submitted your initial post. The responses should be meaningful and comprehensive; responses such as "That was a great idea!" or "I agreed with your comments" would not be considered a substantive reply. The response posts should be submitted prior to Sunday evening at 11:59PM.

### Pinned Discussions - 0%

**Although this section is not graded, it is an important resource for you!** As an online student with Southern Wesleyan University, "you are seen, you are heard, and you matter to us". In the "Pinned Discussions" there are the following sections:

**Ask a Question:**

In this section, you can ask questions which come up in the course; posting them here allows the instructor to respond to them so the whole class can benefit from the answers, but also allows you to help each other with questions as they arise.

**Introductions:** You have an opportunity to "introduce yourself" to the instructor and to the other students. It is always interesting and helpful to know more about your colleagues; after all, you are going to be spending seven weeks together in our virtual classroom!

**Prayer Requests:** We realize that you are part of a community of learners, but we are also the body of Christ. In this section, we can join together continually in prayer (Acts 1:14) and lift up the concerns of each other to God!

We want to support you in the ways you need prayer - feel free to share prayer requests by posting to this section. Share how God is answering our prayers and specific praises as well! We have an online chaplain, Scott Williams, so, even in the virtual world of online learning, the Holy Spirit is working through Scott to be a spiritual guide for you during your time with Southern Wesleyan University.

**Devotionals:** In each of the devotions, there is information pertaining to a topic we covered in the readings for the week. The "words of wisdom" are from a Biblical perspective (a story or lesson) that I know you will find enlightening and comforting. In each of the devotionals there is a music video to help you relax and spend some time listening to the joyous music of people who love the Lord. These devotions will give you time to connect with God's Word and to relax and enjoy becoming closer to Him. We all need a break at some point in our busy lives and being immersed in God's Word is a wonderful way to relieve stress!

### **Weekly Written Assignments - 35%**

Each week there will be a written assignment that will be due on Sunday evening at 11:59PM. For Weeks 1-3 and Week 5, you will be writing a Short Response Paper that will be guided by questions that will be posed pertaining to a particular topic that was covered in the chapter readings.

In Week 4, you will be preparing a SWOT analysis which outlines an organization's Strengths, Weaknesses, Opportunities, and Threats.

In Week 6 and Week 7 you will be preparing Power Point slides. The Week Six Power Point Slides will be focused on the 4 P's and 4 C's of Marketing. The Week Seven Power Point Slides will be focused on various media that can be used to advertise a product and/or a service. In Week 7 your final project will be due which is also comprised of Power Point slides entitled, "Zapped!" Business Product or Service from the Past. There are detailed instructions for the power point slides which are located in the assignment description for both Week Six and Week Seven and your Final Project.

### **Quizzes - 10%**

There will be a total of seven (7) quizzes in this course. The weekly quizzes will be focused on the two chapters which are covered in the week's reading assignment. Each weekly quiz will consist of ten multiple-choice questions. You are asked to take the quiz on Canvas without using any notes or other resources

## **Final Project - 20%**

For this assignment, you will be creating a power point presentation (six-eight slides, **excluding the cover/title slide and the reference slide**) that outlines a product **or** service that has significantly impacted the business world, ie. the cell phone. You will be required to research the product and or service and provide references. A template is provided for this assignment. *The power point presentation should be submitted to Canvas in the section labeled "Zapped!"*

[Template for Zapped power point slides.docx](#)

## **GRADE EQUIVALENCY TABLE**

All grades are reported in a system of eleven letter grades designated as “A” through “F” with appropriate plus and minus additions reflecting the following scheme:

<b>Percentage Value</b>	<b>Letter Grade</b>	<b>Numeric Value for GPA</b>
93-100	A	4.0
90-92	A-	3.7
86-89	B+	3.4
83-85	B	3.0
80-82	B-	2.7
76-79	C+	2.4
73-75	C	2.0
70-72	C-	1.7
65-69	D+	1.4
60-64	D	1.0
<60	F	0.0

## **Course Policies**

## **Attendance Policy**

Regular attendance is a key to success in the course. Please refer to the Attendance Policy outlined in the Catalog for full details of the SWU policy on attendance.

Online attendance is based on completion of at least one designated assignment by the due date/time posted within the course site for each session. Online activities may include lecture, assignments, readings, discussion forums, and assessments (e.g. quizzes, tests).

## **Late Assignment Policy**

### **Assignments**

Meeting assigned due dates is critical for demonstrating progress and ensuring appropriate time for instructor feedback on assignments. Students are expected to submit their assignments on or before the due date. Assignments are due by midnight on the days specified. Students can expect a 20% reduction of their grade for each day an assignment is late. Students who submit assignments more than four days late will receive a grade of zero on the assignment.

In the case of extenuating circumstances (such as hospitalization, child birth, major accident, injury or bereavement), it is the responsibility of students to contact the instructor as soon as practicable. The instructor may waive the late penalty if the circumstances are justified.

Students must submit final course assignments no later than the last day of the term. No assignments are accepted after the last day of the term.

### **Discussions**

Students must submit discussion board postings during the time frame indicated. Discussion board submissions will not be accepted for credit after the deadline.

### **Communication**

The course site (Canvas) and SWU email are the primary tools for class communication, assignments, handouts, etc. All participants must have access to the course site and SWU e-mail and are expected to access them on a daily basis.

While it is important to maintain good communication with the instructor, Internet connectivity problems and home computer problems are not considered adequate excuses for missing assigned class work.

### **Technology Requirements**

To be successful in this course, all participants are expected to ensure their technology equipment meets the [recommendations](#) provided by SWU's Technology Services.

Students requiring technical support related to their courses or other SWU-provided technologies should send an e-mail to [helpdesk@swu.edu](mailto:helpdesk@swu.edu) or call 864.644.5050.

## **Academic Honesty**

Honesty in all matters - including honesty in academic endeavors - is a valued principle at Southern Wesleyan University. It is the expectation of the university that all those joining the academic program will act with integrity in all matters.

No forms of academic dishonesty will be tolerated. Students are encouraged to help each other maintain these high standards. All academic dishonesty should be reported to the faculty directly. Faculty, upon evidence of academic dishonesty (cheating, plagiarism, or misuse of another's intellectual property), either by voluntary confession, report of another student, or on the basis of work submitted, must follow the procedure outlined in the Catalog (under *Academic Honesty*). This includes but is not limited to a zero for the work involved, 10% course grade reduction, or a failing grade for the course. Unresolved cases may be appealed using the Appeal Process outlined in the Catalog (under *Academic Honesty*).

## **Accommodations for Students with Disabilities**

Southern Wesleyan University is committed to creating a learning environment that meets the needs of its diverse student body. If you anticipate or experience any barriers to learning in this course, please feel welcome to discuss your concerns with me.

If you have a disability, or if you think you may have a disability, you need to talk with Dr. Tonya Strickland to begin this conversation or to request an official accommodation. You can visit her in Room 224 in the upper level of the library or email [accommodations@swu.edu](mailto:accommodations@swu.edu) or call her at 864-644-5003 for more information.

If you have already been approved for accommodations at Southern Wesleyan University, please talk with me so we can develop an implementation plan together.