

# TRINE

UNIVERSITY

## Course Syllabus

**COURSE TITLE:** Business Concepts

**TERM & YEAR:**

**COURSE & SECTION NUMBER:** BA 123

**TIME & PLACE:** Asynchronous, Online

**NUMBER OF CREDIT HOURS:** 3

**OFFICE HOURS:** TBD

**INSTRUCTOR:** TBD

**CELL PHONE:** TBD

**EMAIL:** TBD

**COURSE DESCRIPTION:** A survey course designed to introduce the student to business issues and practices in the United States. All major functions of business are included (management, marketing, law, finance, economics, operations, accounting, information technology) as well as issues facing the business person (ethics, globalization, motivation, etc.) suitable for students considering a career in business as well as for non-business majors who will interact with the business enterprises (e.g., educators, engineers).

**PREREQUISITES:** None

**REQUIRED TEXT:** The textbook for this course is *Introduction to Business* ISBN: ISBN-13: 978-1-947172-55-5. It is an open-source textbook available from OpenStax. You can download this for free at: <http://cnx.org/content/col25734/1.7>

### LEARNING OUTCOMES:

Upon completion of this course, the student should be able to:

- Possess a fundamental knowledge of the major functions of business and be able to articulate an understanding of those functions' interdependence. (L01)
- Demonstrate an ability to apply ethical reasoning to a variety of business situations. (L02)
- Articulate their understanding of successful business theories and topics as evidence in both oral and written communications. (L03)
- Develop and utilize introducing critical thinking and problem-solving skills through business case study analysis (L04)

### COURSE REQUIREMENTS:

### ASSIGNMENT DUE DATES:

Late assignments are NOT accepted. If a documentable emergency arises, please contact the instructor IMMEDIATELY and BEFORE THE DUE DATE via email to make alternative submission arrangements. You will be required to provide documentation of the emergency. You are welcome to reach out to the instructor to plead your case for the late submission as these will be evaluated on an individual basis.

## **WEEKLY ACTIVITIES AND ASSIGNMENTS:**

- **Text Reading**

*Purpose:* The course text, *Introduction to Business* is a comprehensive overview of the functions of businesses and organizations in communities. All assignments are based on the content of the text and supplementary materials. In order to successfully navigate the business context, it is important to master these foundational concepts. Careful reading of your text will help you understand and apply the concepts.

- **Discussion Forum participation:**

*Purpose:* The purpose of the forum discussion boards is to learn and form an opinion on the textbook topics in the forum discussion and to interact with colleagues. You must post a response (250+ words) to the discussion topic by 11:59 on the due date (Wednesday) and respond in a professional, relevant, and substantive post (75+ words) to at least two other classmates by the end of the week (Sunday 11:59 PM).

*Course/Materials:* Each forum discussion has a topic and scenario for you to post your initial response and provide feedback to at least two other colleagues.

- **Written Assignments:**

*Purpose:* The purpose of the written assignments is to learn and write proficiently about the issues and practices found in the major business functions in the United States. Use the APA style of writing and cite and reference all sources used including the course textbook. For possible full credit, respond to all questions/requirements of the assignment and cite all sources.

**Artificial Intelligence (AI) is prohibited:** All work submitted by students in this course must be generated by the student. Students may not have another person or entity contribute to an assignment for them, which includes using AI. Students may not incorporate any part of an AI-generated response in an assignment, use AI to formulate arguments, use AI to generate ideas for an assignment, or submit work to an AI platform for improvement. Using an AI tool to generate content may qualify as academic misconduct in this course.

OR

**Artificial Intelligence (AI) is allowed:** Students may use AI tools on instructor-identified assignments in this course. To adhere to our scholarly values, students must cite any AI-generated material that informed their work. Using an AI tool without proper attribution

may qualify as academic misconduct in this course. It is the responsibility of the student to verify the accuracy, reliability, and ethical implications of AI-generated content.

## GRADING/EVALUATION:

### Point Values for Assignments

Activity/Assignment	Points	Percentage of Grade
Discussion Boards	200	~30%
Written Assignments	350	~55%
Final Paper	100	15%
TOTAL	650	100%

**COURSE CALENDAR/SCHEDULE:** Please see accompanying Course Schedule and Assignment Summary. The instructor reserves the right to change the syllabus. Students will be advised of any changes in advance of the occurrence.

## COURSE MAPPING:

Week One: Foundations (LO1-4)	
Learning Activities and Materials	Assessments
<p>Read:</p> <ul style="list-style-type: none"> <li>Understanding Economic Systems and Business <b>(L01) (L04)</b></li> <li>Making Ethical Decisions and Managing a Socially Responsible Business <b>(L01) (L04) (L02) (L04)</b></li> <li>Competing in the Global Marketplace <b>(L01) (L02) (L04)</b></li> </ul> <p>Review:</p> <ul style="list-style-type: none"> <li>Understanding Economic Systems and Business <b>(L01) (L04)</b></li> <li>Making Ethical Decisions and Managing a Socially Responsible Business <b>(L01) (L04) (L02) (L04)</b></li> <li>Competing in the Global Marketplace <b>(L01) (L02) (L04)</b></li> </ul> <p>Watch:</p>	<p>Participate:</p> <ul style="list-style-type: none"> <li>Discussion forum posts <b>(L01) (L03) (L04)</b></li> <li>Peer responses</li> </ul> <p>Assignment: Global Trade <b>(L01) (L02) (L03) (L04)</b></p>

A year of the U.S.-China trade war (L01)	
<b>Week Two: Creating a Business (LO1-4)</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>
<p>Read:</p> <ul style="list-style-type: none"> <li>Forms of Business Ownership (L01) (L04)</li> <li>Entrepreneurship: Starting and Managing Your Own Business (L01) (L04)</li> <li>How to Come Up with a Good Idea for a Great Business (L01) (L04)</li> <li>10 Tips for a Strong Start-Up Business</li> <li>10 Rules to Build a Wildly Successful Business (L01) (L02) (L04)</li> </ul> <p>Review:</p> <ul style="list-style-type: none"> <li>Forms of Business Ownership (L01) (L04)</li> <li>Entrepreneurship: Starting and Managing Your Own Business (L01) (L04)</li> </ul> <p>Watch:</p> <p>How to Choose a Franchise (L01) (L04)</p>	<p>Participate:</p> <ul style="list-style-type: none"> <li>Discussion forum post (L01) (L03)</li> <li>Peer responses</li> </ul> <p>Assignment:</p> <p>Selection of Company Business (Part 1 of Final Paper) (L01) (L02) (L03) (L04)</p>
<b>Week Three: Managing for Success LO1-4</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>
<p>Read:</p> <ul style="list-style-type: none"> <li>Management and Leadership in Today's Organizations (L01) (L02) (L04)</li> <li>Designing Organizational Structures (L01) (L04)</li> <li>Reorganization Rules that Work (L01) (L02)</li> </ul> <p>Review:</p> <ul style="list-style-type: none"> <li>Management and Leadership in Today's Organizations PPTs (L01) (L02) (L04)</li> <li>Designing Organizational Structures PPTs (L01)</li> </ul> <p>Research and Read:</p> <p>Bloomberg Businessweek, Forbes, Fortune for articles on reorganization (L01) (L04)</p>	<p>Participate:</p> <ul style="list-style-type: none"> <li>Discussion forum post (L01) (L03)</li> <li>Peer responses</li> </ul> <p>Assignment:</p> <p>CEO Compensation (L01) (L02) (L03) (L04)</p>
<b>Week Four: Managing/Motivating Employees (LO1-4)</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>

<p><b>Read:</b></p> <ul style="list-style-type: none"> <li>Managing Human Resources and Labor Relations <b>(L01) (L02) (L04)</b></li> <li>Motivating Employees <b>(L01) (L02) (L04)</b></li> <li>20 Simple Ways to increase Motivation in the Workplace <b>(L01)</b> Review:</li> <li>Managing Human Resources and Labor Relations PPTs <b>(L01) (L02) (L04)</b></li> <li>Motivating Employees PPTs <b>(L01) (L02) (L04)</b></li> </ul>	<p><b>Participate:</b></p> <ul style="list-style-type: none"> <li>Discussion forum post <b>(L01) (L02) (L03) (L04)</b></li> <li>Peer responses Assignment: Union Relations and Virtual Multicultural Teams <b>(L01) (L02) (L03)</b></li> </ul>
<p align="center"><b>Week Five: Operations Management (L01-4)</b></p>	
<p align="center"><b>Learning Activities and Materials</b></p>	<p align="center"><b>Assessments</b></p>
<p><b>Read:</b></p> <ul style="list-style-type: none"> <li>Achieving World-Class Operations Management <b>(L01) (L02) (L04)</b></li> <li>Reorganization Rules that Work <b>(L01) (L02) (L04)</b></li> <li>Top 10 Lean Manufacturing Companies in the World <b>(L01)</b></li> <li>4 Good Examples of Companies that Use Lean Manufacturing <b>(L01)</b> Review:</li> <li>Achieving World-Class Operations Management PPTs <b>(L01) (L02) (L04)</b> Watch</li> <li>A Quick Introduction to Lean Six Sigma in 3 Minutes <b>(L01) (L02) (L04)</b></li> </ul>	<p><b>Participate:</b></p> <ul style="list-style-type: none"> <li>Discussion forum post <b>(L01) (L03)</b></li> <li>Peer responses Assignment: World-Class Management <b>(L01) (L02) (L03) (L04)</b></li> </ul>
<p align="center"><b>Week Six: Products and Services</b></p>	
<p align="center"><b>Learning Activities and Materials</b></p>	<p align="center"><b>Assessments</b></p>
<p><b>Read:</b></p> <ul style="list-style-type: none"> <li>Creating Products and Pricing Strategies to <b>(L01) (L04)</b></li> <li>Meet Customers' Needs <b>(L01) (L02)</b></li> <li>Distributing and Promoting Products and Services <b>(L01) (L02) (L04)</b></li> <li>Things to Consider when Creating a Business Plan <b>(L01) (L02)</b> Review:</li> <li>Creating Products and Pricing Strategies to Meet Customers' Needs PPTs <b>(L01) (L04)</b> Distributing and Promoting Products and Services PPTs <b>(L01) (L04)</b></li> </ul>	<p><b>Participate:</b></p> <ul style="list-style-type: none"> <li>Discussion forum post <b>(L01) (L03)</b></li> <li>Peer responses Assignment: Marketing, Pricing, Distribution Part 2 of Final Paper <b>(L01) (L02) (L03) (L04)</b></li> </ul>

<b>Week Seven: Tech and Financial Info (LO1-4)</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>
<p>Read:</p> <ul style="list-style-type: none"> <li>Using Technology to Manage Information <b>(L01) (L02)</b></li> <li>Using Financial Information and Accounting <b>(L01) (L02)</b></li> </ul> <p>Review:</p> <ul style="list-style-type: none"> <li>Using Technology to Manage Information PPTs <b>(L01) (L02)</b></li> <li>Using Financial Information and Accounting PPTs <b>(L01) (L02)</b></li> <li>BizStats website (L01) (L02)</li> </ul>	<p>Participate:</p> <ul style="list-style-type: none"> <li>Discussion forum post <b>(L01) (L03)</b></li> <li>Peer responses</li> </ul> <p>Assignment:</p> <p>Exercise on financial ratios and analysis using Financial Information and Accounting <b>(L01) (L02) (L03) (L04)</b></p>
<b>Week Eight: Demonstration (LO1-4)</b>	
<b>Learning Activities and Materials</b>	<b>Assessments</b>
<p>Read:</p> <ul style="list-style-type: none"> <li>Your Career in Business <b>(L01) (L02) (L04)</b></li> <li>Ten Things You Must Do to be Successful in Business (and Life) <b>(L01)</b></li> <li>Nine Things Successful People Do Differently <b>(L01)</b></li> </ul> <p>Review:</p> <ul style="list-style-type: none"> <li>Your Career in Business PPTs <b>(L01) (L02)</b></li> </ul>	<p>Participate:</p> <ul style="list-style-type: none"> <li>Discussion forum post <b>(L01) (L03)</b></li> <li>Peer responses</li> </ul> <p>Assignment:</p> <ul style="list-style-type: none"> <li>Final Paper <b>(L01) (L02) (L03) (L04)</b></li> </ul>