

INTRODUCTION TO BUSINESS

Course Description

Introduction to Business is a comprehensive course designed to provide students with a fundamental understanding of the principles and concepts of business. The course will cover various aspects of business operations, including ethics, entrepreneurship, marketing, finance, human resources, and management. Students will demonstrate an understanding in the forces that shape the business and economic structure of the United States of America. Students will explore the major functions of business including human resource management and the legal environment of business, marketing strategy, and accounting. The role of business ethics as an integral part of every business organization will be incorporated throughout various topics. As a culminating activity, students will complete a final project designed to apply the many business concepts discussed throughout the course.

Prerequisite

None

Credit Requirement Area

Vocational Education

Learning Objectives

- Students will understand the basic principles and concepts of business.
- Students will describe the various legal forms of business organization and their advantages and disadvantages.
- Students will describe the elements of economic systems.
- Students will explain the importance of ethical behavior to businesses.
- Students will explain the importance of entrepreneurship to the US economy.
- Students will describe characteristics of successful entrepreneurs.
- Students will discuss the elements of the marketing process.
- Students will gain insights into the importance of human resources and effective management practices.
- Students will discuss how users of financial information analyze financial statements.

Suggested Weekly Schedule

Week	Graded Activities	Suggested Due Date	% Points
1	Assignment 1: Nature of Business Assessment	Monday of Week 1	25%
	Assignment 2: Understanding Economic Systems and Business Assessment	Tuesday of Week 1	25%
	Assignment 3: Forms of Business Ownership Assessment	Thursday of Week 1	25%
	Assignment 4: Global Marketplace Assessment	Friday of Week 1	25%
Week 1 Total Percentage Towards Final Grade			16.6%

Week	Graded Activities	Suggested Due Date	% Points
2	Assignment 1: Business Laws and Regulations Assessment	Monday of Week 2	33.3%
	Assignment 2: Business Ethics and Ethical Conduct Assessment	Wednesday of Week 2	33.3%
	Assignment 3: Socially Responsible Business & Responsibilities to Stakeholders Assessment	Friday of Week 2	33.4%
Week 2 Total Percentage Towards Final Grade			16.6%
3	Assignment 1: Entrepreneurship Case Studies	Monday of Week 3	33.3%
	Assignment 2: Management and Leadership Assessment	Wednesday of Week 3	33.3%
	Assignment 3: Organizational Structures Assessment	Friday of Week 3	33.4%
Week 3 Total Percentage Towards Final Grade			16.6%
4	Assignment 1: Human Resource Management Assessment	Monday of Week 4	33.3%
	Assignment 2: Employment Law Assessment	Wednesday of Week 4	33.3%
	Assignment 3: HRM Case Study	Friday of Week 4	33.4%
Week 4 Total Percentage Towards Final Grade			16.6%
5	Assignment 1: Marketing Concept & Strategy Assessment	Monday of Week 5	33.3%
	Assignment 2: Marketing Mix Assessment	Wednesday of Week 5	33.3%
	Assignment 3: Market Segmentation Assessment	Friday of Week 5	33.4%
Week 5 Total Percentage Towards Final Grade			16.6%
6	Assignment 1: Accounting Basics Assessment	Monday of Week 6	25%
	Assignment 2: Basic Accounting Procedures Assessment	Tuesday of Week 6	25%
	Assignment 3: Financial Statements Assessment	Thursday of Week 6	25%
	Final Project: Business Presentation	Friday of Week 6	25%
Week 6 Total Percentage Towards Final Grade			17%
WEIGHTED TOTAL			100%