



North Central State College
MASTER SYLLABUS
2019-2020

- A. Academic Division: Business, Industry and Technology
- B. Discipline: Business Administration
- C. Course Number and Title: BUSM1010 Introduction to Business and Entrepreneurship
- D. Course Coordinator: Lynn Jones
Assistant Dean: Toni Johnson, PhD

Instructor Information:

- Name: [Click here to enter text.](#)
- Office Location: [Click here to enter text.](#)
- Office Hours: [Click here to enter text.](#)
- Phone Number: [Click here to enter text.](#)
- E-Mail Address: [Click here to enter text.](#)

- E. Credit Hours: 3
- F. Prerequisites: ENGL 0040 (minimum grade of C-) or qualifying placement test score
- G. Syllabus Effective Date: Fall, 2019
- H. Textbook(s) Title:

Exploring Business

- Authors: Collins
- Copyright Year: 2017
- Edition: 3.0
- ISBN: 9781453387115

- I. Workbook(s) and/or Lab Manual: None
- J. Course Description: In this course the student is exposed to a broad view of the business enterprise. Special emphasis is placed upon the role and importance of entrepreneurship and small-business management. The student will gain insight into the necessity and mutual interdependence of such key business functions as management, human resources, operations and quality, marketing, accounting, and finance. Additionally, the topics of globalization and economics are introduced. Throughout this course the student will gain extensive experience in problem-solving by means of applying basic business math skills to typical business scenarios.

K. College-Wide Learning Outcomes

College-Wide Learning Outcomes	Assessments - - How it is met & When it is met
Communication – Written	
Communication – Speech	
Intercultural Knowledge and Competence	
Critical Thinking	
Information Literacy	Library Research Assignment using Information Literacy VALUE Rubric within first 7 weeks of class
Quantitative Literacy	.

L. Course Outcomes and Assessment Methods:

Upon successful completion of this course, the student shall:

Outcomes	Assessments – How it is met & When it is met
1. Demonstrate proficiency in basic mathematical operations and procedures including fractions, decimals, per cents, and basic equations used to solve fundamental business problems.	Pre-assessment (week 1), in-class assignments, and quiz (week 7)
2. Demonstrate the time value of money and associated tools by solving business problems involving present and future values of cash flows (including annuities) under conditions of simple and compounding rates of interest.	In-class assignments and quiz (week 7)
3. Relate the basic functions of the business enterprise to community standards of living and the global economy.	Library research assignment (target week 3), Entrepreneur/key manager interview (week 15), quiz (target week 3), and Business News Activity (weekly)
4. Recognize the role economic systems and external institutions play in the allocation of resources.	Quiz (target week 3) and Business News Activity (weekly)
5. Recognize and describe the importance of ethical considerations and social responsibility when conducting business locally and/or globally.	Quiz or project (target week 9) and Business News Activity (weekly)
6. Explain the steps and processes necessary to start a business and choose the form of business ownership.	Quiz or project (target week 9). Business News Activity (weekly), and Entrepreneur/key manager interview (week 15)
7. Discuss each of the four functions of management (planning, leading/directing, organizing and controlling).	Quiz (target week 13). Business News Activity (weekly), and Entrepreneur/key manager interview (week 15)
8. Demonstrate basic knowledge of marketing concepts.	Quiz or project (target week 11), Business News Activity (weekly), and Entrepreneur/key manager interview (week 15)
9. Solve business problems involving price discounts/net prices, price markup/markdown and break-even analyses.	Exercises during the marketing module (weeks 10 and 11)
10. Demonstrate basic knowledge of the financial accounting system and identify/define the 5 major accounts used.	Dual Entry Accounting Exercise and Annual Report Exercise (week 13-14), Entrepreneur/key manager interview (week 15), and Business News Activity (weekly)

Outcomes	Assessments – How it is met & When it is met
11. Relate the importance of decision-making and strategy to business growth and positioning in local, regional, and global markets.	Quiz (target week 4) regarding the Global Business Environment, Quiz or project (target week 11) regarding Marketing Concepts, Business News Activity (weekly), and Entrepreneur/key manager interview (week 15)
12. Identify the functions and complex organizational relationships required to successfully operate a business in the competitive environment of the 21st century.	Quizzes or projects and exercises throughout the semester, Business News Activity (weekly), and Entrepreneur/key manager interview (week 15)

M. Topical Timeline (subject to change):

Week 1:	Course Overview and Assessment of Competencies
Week 2:	Foundations of Business
Week 3:	Business Ethics and Social Responsibility
Week 4:	The Global Business Environment
Week 5-7:	The Time Value of Money
Week 8-9:	Entrepreneurship
Week 10-11:	Introduction to Marketing
Week 12-13:	Managing the Business, Employee Motivation, Teamwork and Communication
Week 13-14:	Introduction to Accounting
Week 15:	Information Technology and the Legal/Regulatory Business Environment

N. Course Assignments:

At a minimum, the following activities will be part of every offering of this course:

1. Textbook reading – test/quiz questions are required to cover content from the assigned text (tests/quizzes are graded)
2. Business News Activity – current business news and events will be researched and reported on in writing (assignment is graded).
3. Library Research Project- research conducted using the library databases to gather industry data and local economic numbers such as number of businesses, numbers of workers, and total revenues (assignment is graded).
4. Entrepreneur/Key Manager Interview – requires that a local entrepreneur/key manager is interviewed and the interview is presented in a written report format (assignment is graded).
5. Dual Entry Accounting Exercise – company scenario requiring 8 to 12 entries into a dual entry system (assignment is graded).
6. Annual Report – students will locate an annual report for a selected company and then locate specific data from within the report (assignment is graded).
7. Pricing and Break-Even Analyses- students will complete pricing (discounts & mark-up/mark-down) and break-even exercises (assignments are graded)

O. Recommended Grading Scale:

NUMERIC	GRADE	POINTS	DEFINITION
93–100	A	4.00	Superior
90–92	A-	3.67	Superior
87–89	B+	3.33	Above Average
83–86	B	3.00	Above Average
80–82	B-	2.67	Above Average

77-79	C+	2.33	Average
73-76	C	2.00	Average
70-72	C-	1.67	Below Average
67-69	D+	1.33	Below Average
63-66	D	1.00	Below Average
60-62	D-	0.67	Poor
00-59	F	0.00	Failure

P. Grading and Testing Guidelines:

Click here to enter text.

Q. Examination Policy:

Click here to enter text.

R. Class Attendance and Homework Make-Up Policy:

Click here to enter text.

S. Classroom Expectations:

Click here to enter text.

T. College Procedures/Policies:

Important information regarding College Procedures and Policies can be found on the [syllabus supplement](#) located at <https://sharept.ncstatecollege.edu/committees/1/curriculum/SiteAssets/SitePages/Home/SYLLABUS%20SUPPLEMENT.pdf>

The information can also be found Choose an item.