



North Central State College

MASTER SYLLABUS

2025-2026

- A. Academic Division: Engineering Technology, Business & Criminal Justice Division
- B. Discipline: Business Administration
- C. Course Number and Title: BUSM1010 Introduction to Business and Entrepreneurship
- D. Assistant Dean: Brooke Miller, M.B.A.
- E. Credit Hours: 3
- F. Prerequisites: ENGL 0040 (minimum grade of C-) or qualifying placement test score
- G. Last Course/Curriculum Revision Date: Fall 2025 Origin date: 09/13/2011
- H. Textbook(s) Title:
- EXPLORING BUSINESS V5.0 (SILVER LEVEL ONLINE ACCESS)*
• Authors: Collins
• Copyright Year: 2023
• Edition: 5.0
• ISBN: 9781453341247
- 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 the first half of term.
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 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 second half of term.
2. Relate the basic functions of the business enterprise to community standards of living and the global economy.	Library research assignment (first half term), Entrepreneur/key manager interview (second half of term), quiz (first half term), and Business News Activity (weekly for online)
3. Recognize the role economic systems and external institutions play in the allocation of resources.	Quiz (start of term) and Business News Activity (weekly for online)
4. Recognize and describe the importance of ethical considerations and social responsibility when conducting business locally and/or globally.	Quiz or project (first half term) and Business News Activity (weekly for online)
5. Explain the steps and processes necessary to start a business and choose the form of business ownership.	Quiz or project (second half of term), Business News Activity (weekly for online), and Entrepreneur/key manager interview (second half of term)
6. Discuss each of the four functions of management (planning, leading/directing, organizing and controlling).	Quiz (second half of term), Business News Activity (weekly for online), and Entrepreneur/key manager interview (middle of term)
7. Demonstrate basic knowledge of marketing concepts.	Quiz or project (middle of term), Business News Activity (weekly for online), and Entrepreneur/key manager interview (middle of term)
8. Solve business problems involving price discounts/net prices, price markup/markdown and break-even analyses.	Exercises during the marketing module (middle of term)
9. Demonstrate basic knowledge of the financial accounting system and identify/define the 5 major accounts used.	Annual Report Exercise (second half of term), Entrepreneur/key manager interview (second half of term), and Business News Activity (weekly for online)
10. Relate the importance of decision-making and strategy to business growth and positioning in local, regional, and global markets.	Quiz (first half term) regarding the Global Business Environment, Quiz or project (second half of term) regarding Marketing Concepts, Business News Activity (weekly online), and Entrepreneur/key manager interview (second half of term)
11. 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 online), and Entrepreneur/key manager interview (second half of term)

M. 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

N. College Procedures/Policies:

North Central State College believes that every student is a valued and equal member of the community.* Every student brings different experiences to the College, and all are important in enriching academic life and developing greater understanding and appreciation of one another. Therefore, NC State College creates an inclusive culture in which students feel comfortable sharing their experiences.

Discrimination and prejudice have no place on the campus, and the College takes any complaint in this regard seriously. Students encountering aspects of the instruction that result in barriers to their sense of being included and respected should contact the instructor, assistant dean, or dean without fear of reprisal.

* *Inclusive of race, color, religion, gender, gender identity or expression, national origin (ancestry), military status (past, present or future), disability, age (40 years or older), status as a parent during pregnancy and immediately after the birth of a child, status as a parent of a young child, status as a foster parent, genetic information, or sexual orientation*

Important information regarding College Procedures and Policies can be found on the syllabus supplement located at

<https://ncstatecollege.edu/documents/President/PoliciesProcedures/PolicyManual/Final%20PDFs/14-081b.pdf>



North Central State College
SYLLABUS ADDENDUM

Academic Division: Business, Industry, and Technology **Discipline:** Business Administration
Course Coordinator: April Gunnoe
Course Number: BUSM 1050 922 **Course Title:** Intro to Business & Entrepreneurship
Semester / Session: Fall 2025/Session A **Start / End Date:** Aug 11 – Oct 3, 2025

Instructor Information

Name: Dr. April Gunnoe **Phone Number:** Contact Via Canvas/Email
Office Location: Off Campus **E-Mail Address:** agunnoe@ncstatecollege.edu
Office Hours: N/A

I. Topical Timeline (Subject to Change):

Weeks	Topics
1	Foundations of Business
2	Entrepreneurship Selecting a Form of Business
3	Managing for Business Success Business in a Global Environment
4	Recruiting/Motivating Teamwork/Communications
5	Marketing Product Design
6	Operations Management Accounting
7	Managing Financial Resources Personal Finance
8	Ethics/Environment Information Technology

II. Course Assignments:

1. Exams
2. Discussions
3. Business Community Definition Project
4. Guided Notes
5. Misc Assignments

III. Grading and Testing Guidelines: 700 points total

BUSM 1010 – INTRO TO BUSINESS – FALL 2025			
Activity	Scoring	Points	
Guided Notes	14	280	
Assignments	2	30	
Discussions	5	100	
Project	1	200	
Quiz/Exam	2	90	

Course Number: BUSM 1010
Semester / Session: Fall 2025/Session A

Course Title: Intro to Business & Entrepreneurship
Start / End Date: Aug 11 – Oct 3, 2025

IV. Assignment Policy:

1. The reasons for which a student will be excused from completing an assignment:
 - a. Hospitalization (with documented verification)
 - b. Death in the immediate family (with documented verification)
 - c. Personal illness or illness in the immediate family - (doctor's excuse required).

** A student who misses an examination for any reason is responsible for notifying the instructor to request an extension.

V. Class Attendance and Homework Make-Up Policy:

1. Asynchronous, on-line class attendance is necessary to acquire the knowledge required to master the material presented in this course; students are expected to meet all assignment deadlines. Modules are opened in advance to allow students to work ahead to accommodate their schedules.
2. Students are responsible for dedicating the appropriate amount of time to complete all assignments as scheduled.

VI. Classroom Expectations:

You are expected to conduct yourself in this on-line class in a professional and courteous manner at all times. Please be respectful of the instructor and other students.