



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
STUDENT SYLLABUS
FALL 2025

- 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: Keith Aldous
Assistant Dean: Brooke Miller
- Instructor Information:
- Name: Keith Aldous
 - Office Location: RIC1
 - Office Hours: By appointment
 - Phone Number: 567-241-9685 to leave message; HOWEVER, the best way to reach me is through Canvas Messaging which will text my phone.
 - E-Mail Address Kaldous@ncstatecollege.edu
- E. Credit Hours: 3
- F. Prerequisites: READ0080 or ACCUPLACER Sentence Skills score of 88 or COMPASS Reading score of 80 or ACT Reading score of 18
- G. Syllabus Effective Date: Fall, 2025
- H. Textbook(s) Title:

"Exploring Business" version 5.0 by Karen Collins; 9781453334270
- 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 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)
2. 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 7), quiz (target week 3), and Business News Activity (bi-weekly)
3. Recognize the role economic systems and external institutions play in the allocation of resources.	Quiz (target week 3) and Business News Activity (bi-weekly)
4. 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 (bi-weekly)
5. 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 (bi-weekly), and Entrepreneur/key manager interview (week 7)
6. Discuss each of the four functions of management (planning, leading/directing, organizing and controlling).	Quiz (target week 13). Business News Activity (bi-weekly), and Entrepreneur/key manager interview (week 7)
7. Demonstrate basic knowledge of marketing concepts.	Quiz or project (target week 11), Business News Activity (bi-weekly), and Entrepreneur/key manager interview (week 7)
8. Solve business problems involving price discounts/net prices, price markup/markdown and break-even analyses.	Exercises during the marketing module (weeks 10 and 11)
9. 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 7), and Business News Activity (bi-weekly)

Outcomes	Assessments – How it is met & When it is met
10. 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 (bi-weekly), and Entrepreneur/key manager interview (week 7)
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 (bi-weekly), and Entrepreneur/key manager interview (week 7)

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:	Entrepreneurship
Week 8-9:	Introduction to Marketing
Week 10-11:	Managing the Business, Employee Motivation, Teamwork and Communication
Week 12-13:	Introduction to Accounting
Week 13-14:	The Time Value of Money
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 (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:

BUSM-1010-920 Fall 2025			
Activity**	Scoring	Points	% of Total
Quizzes	15 X 25 points each*	375	31.9%
Business Community Definition Project	9 parts (points vary)	250	21.3%
Discussions	31 X 10 points each	310	26.3%
Homework	10 X 15 points each	150	12.8%
Final Summary Exercise	1 X 50 points	50	4.3%
Dual Entry Accounting Exercise	1 X 15 points	15	1.3%
Annual Report Exercise	1 X 25 points	25	2.1%
	total	1175	
* 16 quizzes are assigned but the lowest quiz score is dropped			
** Magazine Review assignment is available for up to 25 extra credit points			

Q. Examination Policy:

Quizzes may consist of multiple choice, true/false, matching, fill-in, short-answer and essay questions.

R. Class Attendance and Homework Make-Up Policy:

This class is delivered in an online format, so attendance is determined by submission of assignments.

My general policy is NO LATE WORK ACCEPTED. Assignments are posted approximately 2 weeks before they are due to allow you to budget your time. Late Discussion Board postings are not accepted due to the nature of the assignment; missing a Discussion Board posting is the equivalent of missing class.

There may be a situation where I would approve a late submission of homework or project work; these are considered on a case by case basis. Successful approval of late submissions generally involves early notification and may require documentation. (i.e. - DO NOT contact me 2 weeks after an assignment was due to tell me that you could not complete your work due to being out of town.)

S. 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 other students.

All students are expected to demonstrate professional behavior and use language appropriate for the classroom learning experience.

T. College Procedures/Policies:

Attendance Requirements: All students are required to attend all scheduled classes and examinations. Each faculty member has the right to establish regulations regarding attendance that he/she considers necessary for successful study.

Students who do not attend classes may be administratively withdrawn from those classes. However, failure to attend classes does not constitute withdrawal, and students are expected to process a formal withdrawal through the Student Records Office in Kee Hall.

Student engagement requirements:

Student engagement is based on the “active pursuit” of learning which can be measured by class attendance, class participation (in class or online), taking required quizzes/examinations, and submission of work assignments or papers. Student engagement consists of a student attending at least 60% of the class sessions (there should be attendance throughout the term) and/or completing 75% of the assignments listed on the syllabus at the midpoint in the term. Exceptions can be made when there is on-going communication between the student and faculty member. The communication must be documented and the faculty member and student must be in agreement regarding the exception. Students not meeting the expectation will be administratively withdrawn from class. If a student believes he/she was administratively withdrawn in error, he/she may file an appeal. Being administratively withdrawn may have program and financial aid implications.

Academic Misconduct is any activity that tends to compromise the academic integrity of the college, or subvert the educational process. Examples of academic misconduct include, but are not limited to:

1. Violation of course or program rules as contained in the course syllabus or other information provided to the student; violation of program requirements as established by departments and made available to students.
2. Plagiarism including, but not limited to, submitting, without appropriate acknowledgment, any written, visual or oral material that has been copied in whole or in part from the work of others (whether such source is published or not) even if the material is completely paraphrased in one's own words. This includes another individual's academic composition, compilation, or other product, or a commercially prepared paper. Plagiarism also includes submitting work in which portions were substantially produced by someone acting as a tutor or editor.

Such practices constitute plagiarism regardless of motive. Those who deny deceitful intent, claim not to have known that the act constituted plagiarism, or maintain that what they did was inadvertent are nevertheless subject to penalties when plagiarism has been confirmed.

3. Cheating and dishonest practices in connection with examinations, papers and projects, including but not limited to using unauthorized notes, study aids or information on an examination; obtaining help from another student during an examination; taking an exam or doing work for another student; providing one's own work for another student to copy and submit as his/her own; or allowing another student to do one's work and then submitting the work as one's own. Also included would be altering a graded work after it has been returned, then submitting the work for re-grading; or submitting identical or similar papers for credit in more than one course without prior permission from the course instructors.
4. Fabrication including but not limited to falsifying or inventing any information, data or citation; presenting data that were not gathered in accordance with defined appropriate guidelines, and failing to include an accurate account of the method by which data were collected.
5. Obtaining an Unfair Advantage including, but not limited to stealing, reproducing, circulating, or otherwise gaining access to examination materials prior to the time authorized by the instructor; unauthorized collaborating on an academic assignment; taking, hiding or altering resource material; or

undertaking any activity with the purpose of creating or obtaining an unfair advantage over another student's academic work.

6. Aiding and Abetting Academic Dishonesty including, but not limited to providing material, information or other assistance to another person with the knowledge that such aid could be used in any of the violations stated above, or providing false information in connection with any inquiry regarding academic integrity.
7. Alteration of Grades or Marks including but not limited to, action by the student in an effort to change the earned credit or grade.

In addition, cases of academic dishonesty may involve photocopied materials. Materials used may fall under the Copyright Act. Violations of said Act may subject the user and/or the College to sanctions.

Statement on Disabilities: Any student who requires reasonable accommodations related to a disability should inform the course instructor and the Coordinator of Specialized Services (Room 138 in Kee Hall; phone 419-755-4727).

Students who encounter difficulty in any of their courses are encouraged to visit the Tutoring Resource Center (Room 119 in Fallerius Technical Education Center) for tutoring assistance, and the Student Success Center (Room 136 in Kee Hall) for academic assistance, advising services, referrals for personal counseling and Learning Disability (LD) Testing.

Statement on Withdrawals: As a student, you are expected to attend class. If you are unable or choose not to attend class, or if for whatever reason you are unable to keep up with the requirements of a course, you need to officially drop the class at the Student Records Office. Refund dates and withdrawal dates will vary slightly from term to term. Contact the Student Records Office for applicable dates. Additionally these dates are posted on the academic calendar available on the college's website, www.ncstatecollege.edu, under the Academics heading on the home page and are available at the Student Records Office in Kee Hall,. Students should go to the Student Records Office (Room 142 in Kee Hall) to process their withdrawal from any class.

If you choose to walk away from your class without officially withdrawing from it, the faculty member teaching the class must grade your classroom performance on the material available to him or her. This normally results in an "F" grade. An "F" grade can lower your grade point average considerably depending on the total credits accumulated.