



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>

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)
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)

Week 1:	Course Overview and Foundations of Business (Chapter 1)
Week 2:	Foundations of Business continued... (Chapter 1)
Week 3:	Business Ethics and Social Responsibility (Chapter 4)
Week 4:	The Global Business Environment (Chapter 9)
Week 5-6:	The Time Value of Money
Week 7-8:	Entrepreneurship (Chapter 2 & 3)
Week 9-10:	Introduction to Marketing (Chapter 10)
Week 11-12:	Managing the Business, Employee Motivation, Teamwork and Communication (Ch 5, 6, 7, & 8)
Week 13:	Introduction to Accounting (Chapter 12)
Week 14:	Information Technology and the Legal/Regulatory Business Environment (Chap 11, 16 & 17)

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:

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70–72	C-	1.67	Below Average
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63–66	D	1.00	Below Average
60–62	D-	0.67	Poor
00–59	F	0.00	Failure

P. Grading and Testing Guidelines:

10/6/2025

BUSM 1010 section 01 Fall 2021			
Activity	Scoring Points	% of Total	
Business Community Presentation	10	12.5%	
Quizzes	8	10%	
Homework & In-Class Exercises	25	31.25%	
Attendance	varies	50	6.25%
Annual Report Exercise	25	31.25%	
Final Summary Exercise	25	31.25%	
total 130			
are available for extra credit			
Note: Attendance and some in-class exercises			

Q. Examination Policy:

Quizzes may consist of multiple choice, true/false, matching, fill-in, short-answer and essay questions. Quizzes may be taken up to one week late with a 10% penalty

R. Class Attendance and Homework Make-Up Policy:

Every Tuesday and Thursday: 6:00-7:30PM with optional study hall after class

ATTENDANCE: Attendance is taken for each class session. Attendance is critical to student success in this class. It is your responsibility to notify me of any absence and provide me with your pass or your absence will be marked as unexcused. Your attendance is also a requirement to receive your “good days” from the State. Any unexcused absences will result in you not receiving your days for the month. If you miss class, it is your responsibility to obtain any notes from your missed class and to see me for any missed handouts or assignments.

Points are earned for attendance according to the following:

25-27 classes earns 50 points

24-25 classes earns 40 points

22-23 classes earns 20 points

<22 classes earns 0 points

Total available points is 50 points. The policy allows students to miss 1 class (equivalent of 1 week) and still earn the maximum points. If 27 classes are attended (perfect attendance), an additional 10 points of extra credit will be awarded. Any absence by the faculty member resulting in a class session not being held will be counted as an attended class for the student. IF YOU ARE LATE OR NEED TO LEAVE EARLY, YOU MAY NOT BE COUNTED AS PRESENT FOR CLASS.

ASSIGNMENT MAKE-UP POLICY

- Assignments may be submitted up to two weeks late with a 20% penalty

S. Classroom Expectations:

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

1. **RESPECT FOR OTHER STUDENTS AND THE INSTRUCTOR:** I maintain a relaxed classroom atmosphere and enjoy discussions on a wide variety of topics. I appreciate your opinions and encourage you to share your opinions. They will be what makes the class more interesting and educational. But, this means that sharing your opinion is to be done in a respectful manner and not when the instructor or other students are talking or during videos shown in class. If you disagree with another person's opinion, that isn't an invitation for an argument. We all have different histories and experiences... and opinions.
2. **BEING ON TIME FOR CLASS:** I start class at the designated time and expect you to be in class when I am ready to start. This is especially true on test days. If you arrive late on a test day and have not made prior arrangements with me, you will only be given the amount of time that the students, who have arrived on time, will be given to take the test.
3. **COMPUTERS/BOOKS:** Computers and books are permitted for class activities only. Please respect and take care of your book and computers.
4. **CONTACTING INSTRUCTOR:** I am available before and after class if you need to meet. You may also get a message to me through one of the school counselors or Principal Doug Smith, if they are available. If you need help with an assignment or understanding any of the material we cover, please do not hesitate to come to me before or after class. I am also available to help with proof-reading papers. I do ask that you come to me for help as soon as it arises (not the day an assignment is due).
5. **YOUR GRADE:** This is your class. Your grades will be what you have earned. If you don't put forth much effort into your assignment, don't be surprised if your grade reflects that. I don't believe that everyone deserves a medal or an "A", but if you do your reading and put forth effort in your assignments, you should be successful in this class.