



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:	Engineering, Business, and Criminal Justice	Discipline:	Business
Course Coordinator:	Brandel Boyd		
Course Number:	BUSM 1010-30	Course Title:	Intro to Business
Semester / Session:	Fall 2025	Start / End Date:	08/11/2025-12/12/2025

Instructor Information

Name:	Keith Aldous	Credentials:	MBA
Phone Number:	567-241-9685	E-Mail Address:	kaldous@ncstatecollege.edu
Office Location:	Virtual	Office Hours:	By Appointment

I. Topical Timeline / Course Calendar (Subject to Change):

Week	Topic	Assignments & Activities	Points
Week 1	Ch 1: Foundations	Who Are You? Icebreaker (Discussion)	10
		Ch 1 Guided Notes (Quiz)	25
		Ch 1 Discussion – Socialism	20
Week 2	Ch 4: Ethics & Social Responsibility	Ch 4 Guided Notes (Quiz)	25
		Ch 4 In-Class/Homework	15
		Bottled Water (Discussion)	10
Week 3	Ch 9: Global Business	Environmentalism News Activity	10
		Ch 9 Guided Notes (Quiz)	15
		WTO Discussion	10
Week 4	Ch 2 & 3: Business Ownership & Startups	WTO News Activity	10
		Project Part 1: Business Choice	10
		Ch 2 & 3 Guided Notes (Quiz)	25
Week 5	Ch 5: Managing	Small Business Articles Discussion	20
		Ch 5 Guided Notes (Quiz)	15
		SWOT Analysis (Homework)	15
Week 6	Ch 6: Recruiting & Motivating	Doctors & Management (Discussion)	15
		Project Part 2: Industry Analysis	25
		Business Interview (Schedule)	0
Week 7	Ch 14: Teamwork & Communication	Ch 6 Guided Notes (Quiz)	15
		Job Search Discussion	20
		Project Part 3: Industry Overview	25
Week 8	Midterm Week	Ch 14 Guided Notes (Quiz)	15
		Ch 14 News Activity	20
		Ch 14 Homework	15
Week 9	Ch 7 & 10: Marketing & Product Design	Ch 9 Quiz	25
		Ch 2 & 3 Quiz	25
		Ch 5 Quiz	25
		Ch 6 Quiz	25
		Project Part 4: Interview	0
		Ch 7 Guided Notes (Quiz)	30
		Breakeven Analysis (Quiz)	20
		Ch 10 Guided Notes (Quiz)	30
		Price Variation Discussion	20

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Week	Topic	Assignments & Activities	Points
Week 10	Ch 8: Operations Management	Ch 8 Guided Notes (Quiz)	30
		Value Added Homework	15
Week 11	Ch 12: Accounting	Ch 12 Guided Notes (Quiz)	20
		Accounting Exercise	17
		Project Part 5: Interview Analysis	90
Week 12	Ch 13 & 15: Finance	Ch 13 Guided Notes (Quiz)	15
		Federal Reserve Homework	20
		Corp Funding Homework	20
		Ch 15 Guided Notes (Quiz)	10
		Ch 16 Guided Notes (Quiz)	10
Week 13	TVM & Ch 16: Info & Tech	Ch 16 News Activity	20
		TVM Practice Problems	0
		TVM Quiz	30
Week 14	Final Presentations	Project Part 6: Final Presentation	50
Week 15	Presentations Continue + Thanksgiving	Magazine Review (Extra Credit)	0
Week 16	Finals Week	Final Exam	60
		Course Evaluation	0

II. Grading and Testing Guidelines:

Category	Assignment / Activity	Points Possible
Business Community Project	Part 1: Business Choice	10
	Part 2: Specific Industry Analysis	25
	Part 3: Overview of All Industries	25
	Part 5: Interview Notes / Analysis Paper	90
	Part 6: Final Presentation	50
	Business Interview (Schedule)	0
	Part 4: Entrepreneur Interview	0
In-Class Work & Homework	Ch 4, Ch 5, Ch 7, Ch 8, Ch 12, Ch 13, Ch 14	Varies (10–20 each)
	Doctors and Management Analysis	15
Business News Assignments	Ch 4, Ch 9, Ch 14, Ch 16 Activities	10–20 each
Discussions	Ch 1, Ch 2 & 3, Ch 4, Ch 6, Ch 9, Ch 10	10–20 each
Quizzes	Ch 2 & 3, Ch 5, Ch 6, Ch 9	25 each
Exams & Attendance	Final Exam	100
	Roll Call Attendance	60
Guided Notes	Ch 1–Ch 16 (select chapters)	10–30 each
TVM Unit	TVM Video Tutorials & Practice Problems	30
	TVM Quiz	30
800–900 points (could vary with adjustments/ optional assignments)		

III. Examination Policy:

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Exam Scheduling

- Exams will be administered during scheduled class sessions unless otherwise arranged with facility staff.
- If an exam must be rescheduled due to institutional disruptions (e.g., lockdowns, transfers, medical appointments), the instructor will coordinate with education staff to offer a makeup opportunity.

Exam Format

- Exams may include multiple-choice, short answer, essay, or case study questions depending on course objectives.
- All exams will be completed using approved materials (e.g., paper, pencil) and within the time limits set by the instructor.
- Open-book or take-home exams may be offered only with prior approval and under supervision.

Makeup Exams

- Students with excused absences will be allowed to take a makeup exam within a reasonable timeframe (typically one week).
- Missed exams due to unexcused absences may result in a zero unless exceptional circumstances are documented and approved by both facility and instructor.

Academic Integrity

- Cheating, copying, or unauthorized collaboration during exams is strictly prohibited.
- Any violation of exam integrity will result in disciplinary action, which may include a failing grade for the exam or further consequences per college policy.

Support & Preparation

- Review sessions or study guides may be provided prior to exams.
- Students are encouraged to ask questions and seek clarification on exam topics during class or through the education coordinator.

IV. **Class Attendance and Homework Make-Up Policy:**

Attendance is a vital part of your success in this course. Due to the structured environment of the correctional facility, attendance expectations are adapted as follows:

- **Scheduled Class Sessions:** Students are expected to attend all scheduled class sessions unless excused by facility staff (e.g., lockdowns, medical appointments, legal obligations).
- **Excused Absences:** If you miss class due to facility-related circumstances beyond your control, it will be considered an excused absence. You will not be penalized, but you are responsible for catching up on missed material.
- **Unexcused Absences:** Absences not verified or approved by facility staff may result in loss of participation credit for that day.
- **Documentation:** When possible, please notify the instructor in advance through the education coordinator or designated staff if you expect to miss class.

Makeup Work Policy

We understand that interruptions may occur due to institutional scheduling. To support your academic progress:

- **Missed Assignments:** Students with excused absences will be given the opportunity to complete missed assignments within a reasonable timeframe (typically one week).
- **Missed Exams or Quizzes:** Makeup exams or quizzes will be scheduled at the discretion of the instructor and in coordination with facility staff.

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- **Access to Materials:** If you miss a class, you may request printed notes, handouts, or alternative learning materials through the education coordinator.
- **Group Work:** If group activities are missed, alternative individual assignments may be provided.

This policy is designed to balance academic expectations with the realities of incarceration. If you face challenges that affect your attendance or ability to complete work, communicate with the instructor or education staff as soon as possible. We are committed to supporting your learning journey.

V. Classroom Expectations:

Respectful Conduct

- All students are expected to treat one another, the instructor, and facility staff with courtesy and respect.
- Disruptive behavior, including excessive talking, refusal to participate, or disrespectful language, will be addressed in accordance with institutional and college policies.
- Differences of opinion are welcome in class discussions, but must be expressed constructively and without personal attacks.

Engagement & Participation

- Active participation is encouraged and contributes to your success in the course.
- Students should come prepared, having completed assigned readings or exercises to the best of their ability.
- Participation may include group work, discussion, written reflections, or other activities adapted to the facility's guidelines.

Physical Environment & Materials

- Students must follow all facility rules regarding movement, materials, and interactions.
- Course materials (books, handouts, writing tools) must be handled responsibly and returned as required.
- If materials are lost or damaged, notify the instructor or education coordinator immediately.

Confidentiality & Safety

- Students are expected to maintain confidentiality regarding personal stories or sensitive topics shared during class.
- Any safety concerns, including emotional distress or conflict, should be reported to the instructor or facility staff.

Academic Integrity

- Cheating, plagiarism, or misrepresentation of work is not tolerated.
- Students are expected to complete their own assignments and cite sources when applicable.
- If you need help understanding an assignment or concept, ask — support is available.