



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 Technology, Business, and Criminal Justice **Discipline:** Business Administration
Course Coordinator: Brandel Boyd
Course Number: BUSM 1010 **Course Title:** Introduction to Business and Entrepreneurship
Semester / Session: Spring 2026 / Session A **Start / End Date:** 1-12-26 thru 3-6-26

Instructor Information

Name: Brandel Boyd **Credentials:** Ph.D. Public Administration; MBA.HRM
Phone Number: 419-755-4572 **E-Mail Address:** bboyd@ncstatecollege.edu
Office Location: 233 Kehoe **Office Hours:** Mondays 9 AM to 2 PM

I. Topical Timeline (Subject to Change):

Weeks	Topics	Assignment	Due Date
1	Foundations of Business	Economics Discussion; Introductory Notes; and Project Business Selection	At close of week 1 as designated in Canvas
2	Business Ownership & Starting a Business	Small Business Ownership Discussion; Chapter Notes; and Industry Analysis	At close of week 2 as designated in Canvas
3	Managing & The Global Business Environment	WTO Analysis Discussion; Management Analysis Discussion; Chapter Notes; and Geographic Location Industry Analysis	At close of week 3 as designated in Canvas
4	Teamwork/Communication & Recruiting/Motivating	Job Reflection Discussion; Business Communication Analysis; Chapter Notes; and Business Interview	At close of week 4 as designated in Canvas
5	Marketing & Product Design	Breakeven Analysis; Chapter Notes; and Interview Analysis Report	At close of week 5 as designated in Canvas
6	Accounting & Operations Management	Accounting Exercise; Chapter Notes; and Final Presentation	At close of week 6 as designated in Canvas
7	Managing Financial Resources & Personal Finance	Time Value of Money (TVM) Practice and Assessment; and Chapter Notes	At close of week 7 as designated in Canvas
8	Ethics with the Environment & Information Technology	Chapter Notes; Professional Soft Skills Self-Assessment; and Final Exam	At close of week 8 as designated in Canvas

II. Grading and Testing Guidelines:

Course Number: BUSM-1010
Semester / Session: Spring 2026 / Session A

Course Title: Intro to Business and Entrepreneurship
Start / End Date: 1-12-26 thru 3-6-26

Activity	Scoring	Total Points	% of Total
Guided Notes Assignments	14 total (3 @ 25 pts; 5 @ 15 pts; 1 @ 20 pts; 3 @ 30 pts; 2 @ 10 pts)	280	32%
Discussions	6 total (5 @ 20 pts each & 1 @ 10 pts)	110	13%
Chapter Analysis/Homework/Exercises	4 total (2 @ 20 pts; 1 @ 15 pts; 1 @ 17 pts)	72	8%
TVM Quiz	1 total	30	3%
Business Community Definition Project	6 parts (1 @ 0 pts; 1 @ 10 pts; 2 @ 25 pts; 1 @ 90 pts; 1 @ 50 pts)	200	23%
Midterm Exam	4 parts @ 25 pts each	100	11%
Final Exam	1 total	60	7%
Professional Soft Skills Self-Assessment	1 total	20	2%
	Total	872	100%

IV. Examination Policy:

- The reasons for which a student will be excused from taking an examination _____
 - Hospitalization (with documented verification)
 - Death in the immediate family (with documented verification)
 - Personal illness or illness in immediate family - (doctor's excuse required).
- A student who misses an examination for any reason is responsible for _____
 - Contacting me to see if making up that exam is possible
- No makeup opportunity will be given for absences of unscheduled quizzes.

V. Class Attendance and Homework Make-Up Policy:

- Class attendance is necessary to acquire the knowledge required to _____
 - Operate a business
 - Run someone else's business
 - Succeed in the proceeding courses of the business program
- Students are responsible for _____
 - Getting themselves to class on time every week
 - Completing assignments on time
 - Contacting me as needed for unforeseen circumstances, questions, etc.
 - Communicating with me for needed accommodations prior to assignments that need accommodation being due
- There are no face-to-face attendance requirements. It is anticipated that students will be logging into the course frequently (many times each week) and participating. As such, attendance for this course is marked using student participation.

Your attendance may be graded and will be marked each week as:

 - fully attended (submitting all assignments for the weekly module);
 - partially attended (submitting some portion of assignments for the weekly module); or
 - absent (not submitting any assignments for a weekly module).

Homework/Participation Requirements

Course Number: BUSM-1010
Semester / Session: Spring 2026 / Session A

Course Title: Intro to Business and Entrepreneurship
Start / End Date: 1-12-26 thru 3-6-26

4. Students must participate within the first week of the term in order to avoid being dropped for non- participation. This is a college-wide policy. Students must also participate in and achieve at least 67% success by the point of mid-term grade reporting to again avoid being dropped from the course for non- participation (another college-wide policy).
5. Homework can only be made up in extenuating circumstances that are approved in advance by the instructor. Assignments submitted late without instructor approval may not be graded.
6. If an assignment is approved to be submitted and graded late, a 20% minimum penalty will be applied. Only assignments submitted within one week of the due date will be considered for late grading.
7. There are no late assignments accepted after the last day of the term—NO EXCEPTIONS! Any assignments listed with due dates within finals week are final!

VI. Classroom Expectations:

1. 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.
2. All students are expected to demonstrate professional behavior and use language appropriate for the classroom learning experience.
3. You are expected to attend class and actively participate in any collaborative exercises that are being run

VII. Artificial Intelligence (AI) Policy:

Artificial intelligence (AI) can be a valuable tool for academic purposes. AI may assist with generating ideas, checking grammar, and improving writing skills and other class-related tasks, but it should not be relied upon solely. Students are expected to demonstrate independent thinking and analysis and use AI to supplement their work. AI does not replace critical thinking and relying solely on AI to complete assignments undermines your learning.

Any work submitted must be the student's own, and using AI to generate entire assignments or portions of assignments is strictly prohibited and will result in academic consequences. To promote transparency and accountability, students must document their use of AI in any assignments, including the prompts or instructions they provided to the AI and any additional notes about the AI's output or their analysis. AI is not always accurate and may produce outdated, misleading, biased, or entirely incorrect information. Always verify any AI-generated content with credible academic sources.

Plagiarism, including using AI to generate assignments, not only cheats the student out of learning, but is considered a form of academic misconduct and will result in disciplinary action.