



## **Introduction to Business - Course Syllabus**

---

### **Description:**

In this introductory course, students will learn the principles of business using real-world examples—learning what it takes to plan and launch a product or service in today’s fast-paced business environment. This course covers an introduction to economics, costs and profit, and different business types. Students are introduced to techniques for managing money, taxes and credits, the basics of financing a business, how a business relates to society, how to identify a business opportunity; and techniques for planning, executing, and marketing a business plan.

**Textbook:** Introduction to Business – Excel Education Systems, Inc. 2018 ©

### **Course objectives:**

- Understand basic economic principles.
- Develop workplace communication skills.
- Describe how businesses are structured and operated.
- Design a business plan.
- Weigh financial risks and rewards.

### **Contents:**

#### **Semester A**

Chapter 1 Introduction to Business  
Chapter 2 Economics and Business  
Chapter 3 Business Ethics and Social Responsibility  
Chapter 4 International Business  
Chapter 5 Business Writing  
Chapter 6 Types of Business Ownership  
Chapter 7 Small Business and Entrepreneurship  
Chapter 8 Management  
Chapter 9 Organizational Structure  
Chapter 10 Operations Management  
Chapter 11 Motivation Theories and Applications

#### **Semester B**

Chapter 12 Human Resource Management  
Chapter 13 Organized Labor Relations  
Chapter 14 Marketing and the Customer  
Chapter 15 Product and Pricing Strategies  
Chapter 16 Product Distribution  
Chapter 17 Marketing Communications  
Chapter 18 Financial Statements  
Chapter 19 Financial Management  
Chapter 20 Managing Information Tech  
Chapter 21 Functions of Money & Banking

### **Grading Scale**

**A = 90-100%**  
**B = 80-89%**  
**C = 70-79%**  
**D = 60-69%**  
**F = under 59%**

### **Grade Weighting**

**Chapter Quizzes..... 70%**  
**Mid-Term/Final Exams .... 30%**  
**100%**