

*Eastern Kentucky University*  
**Department of Management, Marketing, and International Business**  
**GBU 101 Introduction to Business, CRN XXXXX**  
**3 credit hours**  
*Fall 2016*

***Professor's Name***

*Professor's Office #*

*Professor's Contact Info*

**Course Description:**

A survey of modern business practices. The course explores business areas including management, marketing, accounting, and finance. The course is designed to help prepare students for future business courses and assist students in deciding whether to choose business as a career.

**Text:**

Bovee, C. L. and Thill, J. E. (2015) *Business in Action*; New Jersey: Pearson Education. Seventh Edition. Access Code to MyBiz Lab

**Student Learning Outcomes:**

The objectives of this course is for students to:

- Understand the functions of business and how each contributes to business success.
- Show awareness of the economic, legal, and ethical environments of business and their implications for business decision making.
- Apply the critical thinking knowledge and skills introduced in BTO 100 to develop scholarly and professional habits for on-going academic and career success.
- Explain the social and economic roles that businesses serve in a global society.
- Research current workplace trends, issues, and careers using electronic resources.
- Elaborate on the role entrepreneurs and small businesses have on society and forms of business ownership.
- Analyze each core business function and the impact on their stakeholders.
- Explain questions that accounting can answer about an organization.
- Evaluate an organization based on financial statements.
- Demonstrate the advancing role of technology as it relates to business systems and workplace communication.
- Discuss and analyze the ethical issues and social responsibilities of businesses.
- Use marketing and management functions effectively to make informed personal and professional decisions.

## Evaluation Methods:

The following items comprise the grade in GBU 101:

- Internet and homework assignments **your % of Total HW** x 25 points
- Quiz and In-Class - GBU 101 Bucks **your % Total Quiz.** x 25 points
- Exam 1 – 4 (75 points each) 300 points
- Final Exam 100 points  
450 points

The following scale will be used to determine the overall grade:

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

### Examinations:

A tentative weekly schedule is provided below so that students know the approximate dates in advance when tests will be given. **No exam make-ups will be given** without prior approval from the professor or an official university excuse. Exams could include content from the text, class discussion, and/or assignments.

**Quizzes/In-class points cannot be made up.** The lowest two quiz grades will be dropped, therefore if you have an emergency and cannot attend that zero could be dropped as one of the two lowest scores. Cell phones or tablets may not be used for any reason during an exam or a quiz. If technology is used during a quiz or exam it will result in a report to the Academic Integrity Office and a zero on that assessment.

### Late Work:

Work is on time if it is submitted **before** or at class time or if it is submitted at the established deadline. **No late work is accepted. In-class activities and quizzes may not be made up.** If you are absent, call a classmate to see if there is an assignment for the next class period. Also, check Blackboard regularly.

### Homework:

Homework will be completed on MyBizLab (with the exception of two assignments noted on the schedule). **MyBizLab due dates will not be adjusted for any reason.** The lowest homework assignment will be dropped at the end of the semester, so if you miss one, your grade will not be impacted but after the one miss your grade begins to be negatively impacted. Your grade for homework is based on an average percent (total earned/total available) of your accumulated homework points in blackboard for MyBizLab. Your points for the final grade is your homework percentage of (times) 25 class points that you will receive for the final grade.e.

**In-Class Points (Quizzes/Warmups/Exit Quiz):** You will receive in-class points each day. An activity or quiz questions will be completed at the beginning or end of each class.

**Student Progress:****Attendance Policy:**

**Last Day To Drop The Course:** As posted in the Colonel Compass

**Disabilities Statement:**

The University strives to make all learning experiences as accessible as possible. If you are registered with the ECU Center for Student Accessibility (CSA), please obtain your accommodation letters from the CSA, present them to the course instructor, and discuss the accommodations needed. If you believe you need an accommodation and are not registered with the CSA, please contact the office in 361 Whitlock Building by email at [disserv@ecu.edu](mailto:disserv@ecu.edu) or by telephone at (859) 622-2933. Upon individual request, this syllabus can be made available in an alternative format.

**Academic Integrity Policy:**

Students are advised that ECU's Academic Integrity policy will strictly be enforced in this course. The Academic Integrity policy is available at [www.academicintegrity.ecu.edu](http://www.academicintegrity.ecu.edu). Questions regarding the policy may be directed to the Office of Academic Integrity.

**Official Email:**

An official ECU e-mail is established for each registered student, each faculty member, and each staff member. All university communications sent via e-mail will be sent to this ECU e-mail address.

**Course Requirements:****Course Outline:****Getting Ready for Prime Time—(3 class periods)**

Succeeding in this course

Making the most of the resources for this course - Prologue

Using this course to prepare for your career – Ch. 1

Exploring the Environments and Functions of Business – Ch. 1

Learning professional business strategies – Ch. 1

Ethical and social responsibilities of business – Ch. 4

**Exam 1 –****Starting and Expanding a Small Business (2 class periods)**

Small business, entrepreneurship, and franchises – Ch. 6

Forms of business ownership and business combinations – Ch. 5

**Managing Accounting and Financial Resources—(3 class periods)**

Accounting – Ch. 17

**Exam 2 –**

Financial management and banking – Ch. 18 and 20

Securities – Ch. 19

**Conducting Business in the Global Economy Part 1—(1 class period)**

Fundamentals of business and economics – Ch. 2

**Conducting Business in the Global Economy Part 2—(1 class period)**

Competing in the global economy – Ch. 3

**Exam 3 -**

**Managing a Business—(2 class periods)**

Functions and skills of management – Ch. 7

Organization and teamwork – Ch. 8

**Managing Employees—(2 class periods)**

Employee motivation, today's workforce, labor relations – Ch. 10, 12 (partial)

Managing human resources – Ch. 11

**Exam 4 -**

**Developing Marketing Strategies to Satisfy Customers—(3 class periods)**

Fundamentals of marketing, customers, and strategic marketing planning – Ch. 13

Product and pricing strategies – Ch. 14

Distribution strategies – Ch. 15

Promotional strategies – Ch. 16

**Special Topics in Business—(2 class periods)**

The U. S. legal system and business law – Appendix A

Risk management and insurance – Appendix B

Careers in business and the employment search – **Prologue and Articles**

Fundamentals of information management, the Internet, and social media –

Appendix C

<b>Final Exam –</b>
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