STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK

MASTER SYLLABUS

COURSE NUMBER – COURSE NAME
BSAD 100 – Introduction to Business

Created by:

Updated by: Button, David

School of Business and Liberal Arts

Department: Business

Semester/Year: Fall/Spring 2019
A. **TITLE:** Introduction to Business

B. **COURSE NUMBER:** BSAD 100

C. **CREDIT HOURS:** 3 credit hour(s) per week for 15 weeks
   - [ ] One hour (50 minutes) of lecture per week
   - [ ] Two to three hours of lab or clinical per week
   - [ ] Two hours of recitation per week
   - [ ] 40 hours of internship

D. **WRITING INTENSIVE COURSE:** Yes [ ] No [x]

E. **GER CATEGORY:** None: [x] Yes: GER
   - If course satisfies more than one: GER

F. **SEMESTER(S) OFFERED:** Fall [x] Spring [x] Fall & Spring [x]

G. **COURSE DESCRIPTION:**
   This course is a survey of business, introducing the major operations of a business, including production, marketing, finance, and human resources management. The course also examines the economic, social, and political environment of business. This course will expose students to speakers from varying business disciplines throughout the semester. Students should anticipate devoting at least 9 hours per week on class material and preparation.

H. **PRE-REQUISITES:** None [x] Yes [x] If yes, list below:
   1. Compare and contrast the prevalent economic systems.

   **CO-REQUISITES:** None [x] Yes [ ] If yes, list below:
I. **STUDENT LEARNING OUTCOMES:** *(see key below)*

By the end of this course, the student will be able to:

<table>
<thead>
<tr>
<th>Course Student Learning Outcome [SLO]</th>
<th>Program Student Learning Outcome [PSLO]</th>
<th>GER [If Applicable]</th>
<th>ISLO &amp; SUBSETS</th>
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<tbody>
<tr>
<td>1. Compare and contrast the prevalent economic systems.</td>
<td>2-Crit Think ISLO ISLO</td>
<td>CA Subsets Subsets Subsets</td>
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<td>2. Outline the marketing function and describe its significance.</td>
<td>2-Crit Think ISLO ISLO</td>
<td>CA Subsets Subsets Subsets</td>
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<td>3. Identify and discuss the basic forms of business ownership</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
<td>Subsets Subsets Subsets Subsets</td>
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<td>4. Understand business and product cycles</td>
<td>2-Crit Think ISLO ISLO</td>
<td>W Subsets Subsets Subsets</td>
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<td>5. Identify and define the functions of management.</td>
<td>2-Crit Think ISLO ISLO</td>
<td>W Subsets Subsets Subsets</td>
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<td>6. Develop business plans</td>
<td>5-Ind, Prof, Disc, Know Skills ISLO ISLO</td>
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<td>Communication Skills</td>
<td>Oral [O], Written [W]</td>
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<td>Critical Thinking</td>
<td>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</td>
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<td>3</td>
<td>Foundational Skills</td>
<td>Information Management [IM], Quantitative Lit./Reasoning [QTR]</td>
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<td>Social Responsibility</td>
<td>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</td>
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<td>5</td>
<td>Industry, Professional, Discipline Specific Knowledge and Skills</td>
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*Include program objectives if applicable. Please consult with Program Coordinator*
J. **APPLIED LEARNING COMPONENT:** Yes ☐ No ☒

   If YES, select one or more of the following categories:
   - Classroom/Lab
   - Internship
   - Clinical Placement
   - Practicum
   - Service Learning
   - Community Service
   - Civic Engagement
   - Creative Works/Senior Project
   - Research
   - Entrepreneurship
   (program, class, project)

K. **TEXTS:**

   BUSN, 11th ed., by Marcella Kelly and Chuck Williams

L. **REFERENCES:**

M. **EQUIPMENT:** None ☒ Needed:

N. **GRADING METHOD:** A-F

O. **SUGGESTED MEASUREMENT CRITERIA/METHODS:**

   Tests (4 throughout the semester) 60%
   Discussions 10%
   Business Plan 10%
   Paper 10%
   Quizzes# 10%

P. **DETAILED COURSE OUTLINE:**

   First Day          Introduction
   Week 1            Business in an Age of Turbulence + Quiz Chapter 1
   Week 2            Foundations + Quiz Chapter 2
   Week 3            Ethics & Social Responsibility + Quiz Chapter 4
   Week 4            Business Forms + Discussion Chapter 6
   Week 5            Start Ups Chapter 7

   End of Week 5      Test

   Week 6            Accounting for Activities + Quiz Chapter 8
   Week 7            Finance + Quiz Chapter 9
   Week 8            Markets + Discussion Chapter 10

   End of Week 8      Test
Week 9  Marketing + Quiz  Chapter 11
Week 10  Product Positioning + Quiz  Chapter 12
Week 11  Competitive Pricing + Discussion  Chapter 13

End of Week 11  Test

Week 12  Management + Business Plan  Chapter 14
Week 13  Information Management + Quiz  Chapter 16
Week 14  Operations + Paper  Chapter 17

Week 15  Final

Q.  LABORATORY OUTLINE:  None ☐  Yes ☒