

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



## MASTER SYLLABUS

### BSAD 100 – INTRODUCTION TO BUSINESS

For available course numbers, contact the Registrar's Office at [registrar@canton.edu](mailto:registrar@canton.edu)

**CIP Code: 52.0201**

For assistance determining CIP Code, please refer to this webpage  
<https://nces.ed.gov/ipeds/cipcode/browse.aspx?v=55>  
or reach out to Sarah Todd at [todds@canton.edu](mailto:todds@canton.edu)

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**Updated by: Nicholas C Kocher (clerical update)**

**SCHOOL OF BUSINESS & LIBERAL ARTS  
BUSINESS DEPARTMENT  
FALL 2024**

A. TITLE: Introduction to Business

B. COURSE NUMBER: BSAD 100

C. CREDIT HOURS (Hours of Lecture, Laboratory, Recitation, Tutorial, Activity):

# Credit Hours per Week	<b>3</b>
# Lecture Hours per Week	<b>3</b>
# Lab Hours per Week	
Other per Week	

D. WRITING INTENSIVE COURSE:

Yes	
No	x

E. GER CATEGORY:

Does course satisfy a GER category(ies)? If so, please select all that apply.

[1-2] Communication	
[3] Diversity: Equity, Inclusion & Social Justice	
[4] Mathematics & Quantitative Reasoning	
[5] Natural Science & Scientific Reasoning	
[6] Humanities	
[7] Social Sciences	
[8] Arts	
[9] US History & Civic Engagement	
[10] World History & Global Awareness	
[11] World Languages	

F. SEMESTER(S) OFFERED:

Fall	
Spring	
Fall and 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.

H. PRE-REQUISITES: None  
 CO-REQUISITES: None

I. STUDENT LEARNING OUTCOMES:

Course Student Learning Outcome [SLO]	Program Student Learning Outcome [PSLO]	GER	ISLO & Subsets
a. Compare and contrast the prevalent economic systems.	Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management.		2 - CA
b. Outline the marketing function and describe its significance.			2 - CA
c. Identify and discuss the basic forms of business ownership	Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the discipline of management. Compare and contrast the characteristics of business structures/legal entities.		5
d. Understand business and product cycles			2 - CA
e. Identify and define the functions of management.	Relate and interpret essential concepts of accounting, economics, finance, law and marketing to the		2 - CA

	discipline of management.		
f. Develop a business plan			

KEY	<b>Institutional Student Learning Outcomes</b> <b>[ISLO 1 – 5]</b>
ISLO #	ISLO & Subsets
<b>1</b>	<b>Communication Skills</b> Oral [O], Written [W]
<b>2</b>	<b>Critical Thinking</b> <i>Critical Analysis [CA], Inquiry &amp; Analysis [IA], Problem Solving [PS]</i>
<b>3</b>	<b>Foundational Skills</b> <i>Information Management [IM], Quantitative Lit, /Reasoning [QTR]</i>
<b>4</b>	<b>Social Responsibility</b> <i>Ethical Reasoning [ER], Global Learning [GL], Intercultural Knowledge [IK], Teamwork [T]</i>
<b>5</b>	<b>Industry, Professional, Discipline Specific Knowledge and Skills</b>

J. APPLIED LEARNING COMPONENT:

Yes	x
No	

If yes, select [X] one or more of the following categories:

Classroom / Lab	x	Community Service	
Internship		Civic Engagement	
Clinical Practicum		Creative Works/Senior Project	
Practicum		Research	
Service Learning		Entrepreneurship [program, class, project]	x

K. TEXTS: Capsim Management Simulations Inc. *.CapsimCore Bundle: Includes Simulation Access, eTextbook & Quizzes (1st ed.)*. Capsim Management Simulations. ISBN 97819333681214

L. REFERENCES: None

M. EQUIPMENT: Technology Enhanced Classroom

N. GRADING METHOD: A - F

O. SUGGESTED MEASUREMENT CRITERIA/METHODS:

- Exams
- Discussions
- Business Plan
- Papers
- Quizzes

P. DETAILED COURSE OUTLINE:

- |       |           |   |            |
|-------|-----------|---|------------|
| I.    | First Day | Introduction                            |            |
| II.   | Week 1    | Business in an Age of Turbulence + Quiz | Chapter 1  |
| III.  | Week 2    | Foundations + Quiz                      | Chapter 2  |
| IV.   | Week 3    | Ethics & Social Responsibility + Quiz   | Chapter 4  |
| V.    | Week 4    | Business Forms + Discussion             | Chapter 6  |
| VI.   | Week 5    | Start Ups                               | Chapter 7  |
|       |           | 1. End of Week 5 Test                   |            |
| VII.  | Week 6    | Accounting for Activities + Quiz        | Chapter 8  |
| VIII. | Week 7    | Finance + Quiz                          | Chapter 9  |
| IX.   | Week 8    | Markets + Discussion                    | Chapter 10 |
|       |           | 2. End of Week 8 Test                   |            |
| X.    | Week 9    | Marketing + Quiz                        | Chapter 11 |
| XI.   | Week 10   | Product Positioning + Quiz              | Chapter 12 |
| XII.  | Week 11   | Competitive Pricing + Discussion        | Chapter 13 |
|       |           | 3. End of Week 11 Test                  |            |
| XIII. | Week 12   | Management + Business Plan              | Chapter 14 |
| XIV.  | Week 13   | Information Management + Quiz           | Chapter 16 |
| XV.   | Week 14   | Operations + Paper                      | Chapter 17 |
| XVI.  | Week 15   | Final                                   |            |

Q. LABORATORY OUTLINE: None