

**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

E. **GER CATEGORY:** None: Yes: GER
If course satisfies more than one: GER

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

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 Yes If yes, list below:

1. Compare and contrast the prevalent economic systems.

CO-REQUISITES: None Yes If yes, list below:

I. STUDENT LEARNING OUTCOMES: (see key below)

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

<u>Course Student Learning Outcome</u> <u>[SLO]</u>	<u>Program Student Learning Outcome</u> <u>[PSLO]</u>	<u>GER</u> <i>[If Applicable]</i>	<u>ISLO & SUBSETS</u>	
1. Compare and contrast the prevalent economic systems.			2-Crit Think ISLO ISLO	CA Subsets Subsets Subsets
2. Outline the marketing function and describe its significance.			2-Crit Think ISLO ISLO	CA Subsets Subsets Subsets
3. Identify and discuss the basic forms of business ownership			5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets
4. Understand business and product cycles			2-Crit Think ISLO ISLO	W Subsets Subsets Subsets
5. Identify and define the functions of management.			2-Crit Think ISLO ISLO	W Subsets Subsets Subsets
6. Develop business plans			5-Ind, Prof, Disc, Know Skills ISLO ISLO	Subsets Subsets Subsets Subsets

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

*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:

- | | |
|---|--|
| <input type="checkbox"/> Classroom/Lab | <input type="checkbox"/> Civic Engagement |
| <input type="checkbox"/> Internship | <input type="checkbox"/> Creative Works/Senior Project |
| <input type="checkbox"/> Clinical Placement | <input type="checkbox"/> Research |
| <input type="checkbox"/> Practicum | <input type="checkbox"/> Entrepreneurship |
| <input type="checkbox"/> Service Learning | (program, class, project) |
| <input type="checkbox"/> Community Service | |

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