COURSE SYLLABUS

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SECTION 1: COURSE INFORMATION

Format: 8 weeks

Course ID: BBUS 1003

Course Title: Essentials of Business

College: Jannetides College of Business, Communication, and Leadership

Prerequisites: None

Credit Hours: 3

Instructor: See online course in MyFIRE for instructor contact information and availability

Course Description

This course is an introduction to business in our globally mixed economy. This course includes an overview of the major areas of study in the business curriculum including accounting, economics, finance, management, marketing, and operations.

Course Workload

Time spent on course assignments will vary by student depending on familiarity with course content, reading rate of speed, writing rate of speed, and other individual factors. Based on averages for most students, it is estimated that the course workload estimate for this course is **5.52** hours a week.

Course Materials

1. Nickels, W. G., McHugh, J. M., & McHugh, S. M. (2024). *Understanding Business.* McGraw Hill.

Devices: Students will need access to a compatible device with internet access (tablet, computer, etc.)

Resources: McGraw-Hill Connect access

Required and optional textbooks are accessed and ordered through SEU's bookstore.

Disclaimer: The resources utilized in this course provide information, thoughts and insights that should encourage critical thinking on the part of the student. Please note as well that as an Assembly of God institution, Southeastern University does not necessarily endorse specific personal, religious, philosophical, or political positions found in these resources.

Intended Learning Outcomes

As a result of reading, study, and assessments in this course, the student should be able to:

1. Demonstrate the ability to recognize business problems and deal appropriately with them.
2. Provide an overview of business across many facets of the organization.
3. Explain the "big picture" of business in a constantly changing economy through readings, lectures, and videos.
4. Introduce students to techniques for proper resume writing, dressing for success, and interviewing.
5. Identify problems and find solutions to everyday business problems.
6. Describe why businesses fail and succeed.
7. Give an overview of marketing, finance, management, and economics in today's business environment.

SECTION 1: COURSE INFORMATION

Late Work

None accepted.

Extra Credit

None accepted.

SECTION 2: SOUTHEASTERN POLICIES

Academic Policies

View this link to see Southeastern's Policies regarding SEU's Mission and Vision Statements, Title IX Statement, Student Services, Class Participation, Official Email, MyFIRE Use, Technical Difficulties, Technical Support, Disability Statement, Academic Honesty, Course Evaluation, Official Withdrawal, Grading Scale, and Netiquette.

SECTION 3: COURSE SCHEDULE

The Course Schedule provides a list of your work in this course. The assessments are listed by Module and include the due dates and point values.

Note: Assignments are due by 11:59 p.m. EST on the due date, unless otherwise noted.

AIM, LEARN, AND APPLY DESCRIPTIONS

Aim

 When you see the Aim icon, you will be introduced to topics and ideas that will be covered throughout this module. The AIM will also provide you with a glimpse into your learning objectives and an introduction to this module.

Learn

 When you see the Learn icon, all of your reading assignments will be listed and may include additional resources that your instructor is providing to help you complete the activities and assessments for the module.

Apply

 When you see the Apply Icon, it will be time to demonstrate your learning for the module. The items here are those in which you'll be graded and may include discussions, activities, assignments, quizzes, exams, and projects.

MODULE 1

Aim

- Summarize what a business is and the risk involved in it
- Describe the five elements of the business environment
- Explain basic economics
- Define the different types of economic systems
- Evaluate consumer preferences

Learn

- **Read:** Chapters 1-2 of *Understanding Business*
- **Review:** Additional resources are provided in the course

Apply

- Introduction and Brand Analysis Inforgraphic Assignment
  - Due: Tuesday
  - Points: 50
- SmartBook Learning for Chapters 1-2
  - Due: Tuesday
  - Points: 50
- Chapter Quiz (Chapters 1-2)
  - Due: Tuesday
  - Points: 25

MODULE 2

Aim

- Discuss the differences between ethics and legality
- Describe management's role in setting ethical standards
- Summarize corporate social responsibility (CSR)
- Define business law and distinguish between statutory and common law
- Explain tort law and the role of product liability in tort law
- Identify the purposes and conditions of patents, copyrights, and trademarks
- Apply a Christian perspective to the topic of business ethics and legality

Learn

- **Read:** Chapter 4 and Bonus Chapter A of *Understanding Business*
- **Review:** Additional resources are provided in the course

Apply

- SmartBook Learning for Chapter 4 & Bonus Chapter A
  - Due: Tuesday
  - Points: 50
- Chapter Quiz (Chapter 4 & Bonus Chapter A)
  - Due: Tuesday
  - Points 25
- Ethical Decision Path Assignment: Product Recalls
  - Due: Tuesday
  - Points: 50

MODULE 3

Aim

- Differentiate between basic forms of business ownership
- Recognize the advantages and disadvantages of each type of business ownership
- Define entrepreneurship
- Analyze what it takes to start and run a small business

Learn

- **Read:** Chapters 5-6 of *Understanding Business*
- **Review:** Additional resources are provided in the course

Apply

- SmartBook Learning for Chapters 5-6
  - Due: Tuesday
  - Points: 50
- Chapter Quiz (Chapters 5-6)
  - Due: Tuesday
  - Points: 25
- Creating a Small Business Assignment
  - Due: Tuesday
  - Points: 50

MODULE 4

Aim

- Summarize the four P's of marketing
- Review the marketing research process
- Describe the product life cycle
- Identify varying pricing strategies
- Explain distribution channels and the strategies marketers commonly use
- Illustrate the new and traditional tools that make up the promotion mix

Learn

- **Read:** Chapters 13-16 of *Understanding Business*
- **Review:** Additional resources are provided in the course

Apply

- SmartBook Learning for Chapters 13-16
  - Due: Tuesday
  - Points: 50
- Chapter Quiz (Chapters 13-16)
  - Due: Tuesday
  - Points: 25
- Marketing Your Small Business Assignment
  - Due: Tuesday
  - Points: 50

MODULE 5

Aim

- Demonstrate the role that accounting and financial information play for a business and its stakeholders
- Explain how the major financial statements differ
- Recognize the role and responsibilities of financial managers
- Discuss the importance of operating funds
- Illustrate the six steps for controlling your assets
- Describe how buying the appropriate insurance can protect your financial base

Learn

- **Read:** Chapters 17, 18, & Bonus Chapter D of *Understanding Business*
- **Review:** Additional resources are provided in the course

Apply

- SmartBook Learning for Chapters 17, 18, & Bonus Chapter D
  - Due: Tuesday
  - Points: 50
- Chapter Quiz (Chapters 17, 18, & Bonus Chapter D)
  - Due: Tuesday
  - Points: 25
- Budgeting Basics Assignment
  - Due: Tuesday
  - Points: 50

MODULE 6

Aim

- Describe the four functions of management
- Compare and contrast the various organizational models
- Identify the levels of Maslow's hierarchy of needs and apply them to employee motivation
- Discuss other key management theories
- Explain the importance of human resource management
- Recognize the roles and responsibilities of the human resource department

Learn

- **Read:** Chapters 7, 8, 10, & 11 of *Understanding Business*
- **Review:** Additional resources are provided in the course

Apply

- SmartBook Learning for Chapters 7, 8, 10, & 11
  - Due: Tuesday
  - Points: 50
- Chapter Quiz (Chapters 7, 8, 10, & 11)
  - Due: Tuesday
  - Points: 25
- Management Case Study: Netflix & Blockbuster
  - Due: Tuesday
  - Points: 50

MODULE 7

Aim

- Discuss the importance of the global market
- Define importing and exporting
- Illustrate the strategies used in reaching global markets
- List the types of business information, identify the characteristics of useful information, and discuss how data is stored and analyzed

Learn

- **Read:** Chapters 3 & Bonus Chapter B of *Understanding Business*
- **Review:** Additional resources are provided in the course

Apply

- SmartBook Learning for Chapter 3 & Bonus Chapter B
  - Due: Tuesday
  - Points: 50
- Chapter Quiz (Chapter 3 & Bonus Chapter B)
  - Due: Tuesday
  - Points: 25
- McDonald's Global Adaptation
  - Due: Tuesday
  - Points: 50

MODULE 8

Aim

- Describe the evolution from production to operations management
- Identify various production processes and describe techniques that improve productivity
- Recognize the parts of operations management planning
- Differentiate between pure and speculative risk
- Explain the various ways to manage risk
- Illustrate the process of getting the job you want

Learn

- **Read:** Chapters 9, Bonus Chapter C, & "Getting the Job You Want" of *Understanding Business*
- **Review:** Additional resources are provided in the course

Apply

- SmartBook Learning for Chapter 9 & Bonus Chapter C
  - Due: Tuesday
  - Points: 50
- Chapter Quiz (Chapters 9 & Bonus Chapter C)
  - Due: Tuesday
  - Points: 25
- Career Readiness Pamphlet Assignment
  - Due: Tuesday
  - Points: 100

SECTION 4: ASSESSMENTS

SmartBook Assignments

Total Possible Points

400 total; 50 per module

Quizzes

Total Possible Points

200 total; 25 per module

Module Assignments

Total Possible Points

450 total; 50 per module (and a 100 point assignment in Module 8)
