

Syllabus:
Introduction to Business
The School of Business
St. Thomas Aquinas College
Michael Murphy, Dean

Textbook: Foundations of Business, 3e – Pride, Hughes, Kapoor (Cengage)

Course Description: An analysis of the business world, taking into consideration the current environment. Discussion of global business, ethics, environment, and cultural diversity of the workforce. A systematic overview of the corporate world to prepare for the real world that awaits the student.

Objectives: This course will concentrate on the importance of management within the global business environment. Management theories will apply to the three business models including, sole proprietorship, partnership, and Corporation. Students will understand how senior, middle, and supervisory manager influence the success or failure of a business. The course will emphasize management theory and application to real-world issues.

Learning Objectives: Students will:

- Understand personal financial decision making
- Understand the outside influences of economic and political factors on personal finances
- Demonstrate computer literacy in creating & analyzing investment situations & financial plans
- Demonstrate the ability to cooperate & present solutions to hypothetical financial situations.

Evaluation:	Quizzes	20%
	Chapter Exams	40%
	Internet related Projects	30%
	Class Participation/Attendance	10%

Course Format: Chosen chapters will be discussed in class. Exercises will be modeled in class. Problems will be completed in class as well as assigned as homework. Review of all in-class and homework assignments will be done in class.

Course Overview:

Managing/competing within a dynamic business environment: Taking risks/making profits (9/5-9/13)

Choosing a form of business ownership and starting a small business (9/15-9/27)

Management, leadership and employee empowerment (10/1-10/8)

Adapting organizations in today's markets (10/10-10/24)

Motivating/managing employee issues and relationships (10/26-11/2)
Developing and pricing products and services (11/5-11/12)
Using effective promotional techniques (11/14-11/24)
Understanding financial information and accounting (11/28-12/14)
Financing and investing opportunities (12/17-1/10)
Using technology to manage information (1/13-1/20)
Final Exam (Late January)

St. Thomas Aquinas College Grading System

Grade	Numerical Equivalent
A	95 – 100
A-	90 – 94
B+	87 – 89
B	83 – 86
B-	80 – 82
C+	77 – 79
C	73 – 76
C-	70 – 72
D	65 - 69
F	Failure
INC	Incomplete

Academic Integrity Statement

Academic Integrity, a commitment to honesty, fairness, respect, and responsibility, is the foundation of the learning process. All members of the St. Thomas Aquinas College community are held to the highest standards of academic honesty. While we recognize the participatory nature of education, we take academic integrity very seriously, and the College policy on academic dishonesty details consequences that can include dismissal from the College. That policy can be found in both the Student Handbook and the College Catalog. As a student in this class, you must demonstrate your commitment to academic integrity by submitting work that originates in your own thinking and imagination, your ability to analyze and evaluate information, and your own knowledge, that you have done yourself, and that represents your very best efforts. When appropriate, your work should be supplemented and supported by other sources; however, you must always ensure that these sources are properly cited using the recommended documentation system.

Academic Disability Statement

Students requiring accommodations for a documented disability should notify the instructor before the end of the first week of class.