

**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:

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

|  |  |  |                      |  |
|--|--|--|----------------------|--|
|  |  |  | ISLO<br>ISLO<br>ISLO | Subsets<br>Subsets<br>Subsets<br>Subsets |
|  |  |  | ISLO<br>ISLO<br>ISLO | Subsets<br>Subsets<br>Subsets<br>Subsets |
|  |  |  | ISLO<br>ISLO<br>ISLO | Subsets<br>Subsets<br>Subsets<br>Subsets |
|  |  |  | ISLO<br>ISLO<br>ISLO | Subsets<br>Subsets<br>Subsets<br>Subsets |

| <b>KEY</b>    | <b><u>Institutional Student Learning Outcomes [ISLO 1 – 5]</u></b>  |
|---------------|---|
| <b>ISLO #</b> | <b>ISLO &amp; Subsets</b>   |
| <b>1</b>      | <b>Communication Skills</b><br>Oral [O], Written [W]  |
| <b>2</b>      | <b>Critical Thinking</b><br><i>Critical Analysis [CA] , Inquiry &amp; Analysis [IA] , Problem Solving [PS]</i>                  |
| <b>3</b>      | <b>Foundational Skills</b><br><i>Information Management [IM], Quantitative Lit./Reasoning [QTR]</i>                             |
| <b>4</b>      | <b>Social Responsibility</b><br><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>   |

\*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**