

BUSG 1301
Introduction to Business

Western Texas College

- I. Basic Course Information
 - A. Fundamental business principles including structure, functions, resources, and operational processes.
 - B. Any required prerequisites: None.
- II. Student Learning Outcomes
 - A. Identify business functions of accounting, management, marketing, and economics; and describe the relationships of social responsibility, ethics, and law; and describe the scope of global business enterprise.
- III. Major Course Requirements
 - A. Proctored Mid-term and Final Exam
- IV. Information on Books and Other Course Materials
 - A. Foundations of Business, 4th Ed, Pride; ISBN: 9781285193946
- V. Other Policies, Procedures and Important Dates are available in the WTC Course [Catalog](#).
- VI. Course Organization and Schedule
 - A. Weekly Course Schedule

Week Number	Section/Online Work
Week 1	Introduction to Moodle Chapter 1: Exploring the World of business and Economics
Week 2	Chapter 2: Being Ethical and Socially Responsible
Week 3	Chapter 3: Exploring Global Business
Week 4	Chapter 4: Choosing a Form of Business Ownership
Week 5	Chapter 5: Small business, Entrepreneurship, and Franchises
Week 6	Chapter 6: Understanding the Management Process
Week 7	Chapter 7: Creating a Flexible Organization
Week 8	Mid-term exam. Chapter 8: Producing Quality Goods and Services
Week 9	Chapter 9: Attracting and Retaining the Best Employees
Week 10	Chapter 10: Motivating and Satisfying Employees and Teams
Week 11	Chapter 11: Building Customer Relationships Through Effective Marketing

Week 12	Chapter 12: Creating and Pricing Products That Satisfy Customers
Week 13	Chapter 13: Distributing and Promoting Products
Week 14	Chapter 14: Understanding Social Media and E-Business
Week 15	Review
Week 16	FINAL EXAM

Disclaimer: Schedule and content is subject to change at the instructor's discretion.

	NOT PROCTORED	PROCTORED
Weekly Assignments	30%	
Project	20%	
Exams	10%	
Mid- Term & Final Exam		40%

Last Modified: August 27, 2015