

**BUSI 1301**  
**Introduction to Business**

**Western Texas College**

I. Basic Course Information

- A. Course Description: This course provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management, and leadership functions; organizational considerations; and decision-making processes. Financial topics are introduced, including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life.

Avid / Advancement Via Individual Determination (AVID) Learning strategies will be implemented periodically throughout the course.

Project Based Learning / (PBL) is an active learning method in which students gain knowledge and skills by investigating and responding to a tangible, engaging and complex question, problem or challenge.

- B. Prerequisites – None

- C. Credit Hours: 3

II. Information about Learning Objectives and Outcomes - Student Learning Outcomes:

- A. Identify major business functions of accounting, finance, information systems, management, and marketing.
- B. Describe the relationships of social responsibility, ethics, and law in business.
- C. Explain forms of ownership, including their advantages and disadvantages.
- D. Identify and explain the domestic and international considerations for today's business environment: social, economic, legal, ethical, technological, competitive, and international.
- E. Identify and explain the role and effect of government on business.
- F. Describe the importance and effects of ethical practices in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses.
- G. Describe basic financial statements and show how they reflect the activity and financial condition of a business.
- H. Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.

- I. Explain integrity, ethics, and social responsibility as they relate to leadership and management.
- J. Explain the nature and functions of management.
- K. Identify strengths, weaknesses, opportunities, and threats of information technology for businesses.

III. COURSE REQUIREMENTS, METHODS OF ASSESSMENT, ASSESSMENT CRITERIA, GRADING

- A. Major course requirement: Chapter quizzes
- B. Major course requirement: Homework
- C. Major course requirement: Chapter exams
- D. Major course requirement: Project (Business Plan)

IV. Late Work Policy

- A. All late work must be approved by instructor prior to being late
- B. All late work will have at least 10% of the maximum grade deducted from earned grade
- C. Instructor reserves all rights regarding the acceptance of late work without prior approval

V. Information on Readings

- A. Required text: Better Business: (5th edition), Solomon, Poatsy & Martin, ISBN-13: 978-0-13-452274- 6, Pearson Education with Access to Mylab ISBN-13: 9780134527857  
Or MyLab Intro to Business with Pearson eText -- Instant Access-- for Better Business, 5th Edition ISBN- 13:9780135912874
- B. For campus students, all assessments will be submitted through Moodle unless instructor specifically mentions a change during the period of the course. For online students all assessments will be completed through Moodle, no exceptions.

VI. Other Policies: Please refer to the WTC Course Catalog for the following:

- A. Campus Calendar
- B. Final Exam schedule
- C. How to drop a class
- D. Withdrawal information
- E. Student Conduct/Academic Integrity
- F. Students with disabilities

## VII. Course Organization

Unit I	CHAPTER 1 Business Basics CHAPTER 2 Economics and Banking CHAPTER 3 Ethics in Business CHAPTER 4 Business in a Global Economy
Unit II	CHAPTER 6 Forms of Business Ownership CHAPTER 8 Motivation, Leadership, and Teamwork CHAPTER 11 Production, Operations, and the Supply Chain
Unit III	CHAPTER 12 Marketing and Consumer Behavior CHAPTER 15 Financing and Tracking Business Operations CHAPTER 16 Investment Opportunities in the Securities Market

**\*\*\* The information referenced in the syllabus, policies, procedures, and assignments in this course are subject to change by the discretion of the instructor at any time.**