

APC 320: Introduction to Business – Course Syllabus

IMPORTANT: This course syllabus document contains basic information about the course. A final syllabus with detailed guidelines, instructor information, project information, rubrics, course/university policies, and other course-related information will be provided to students upon course enrollment

Course Description and Objectives

This course introduces the student to the major functional areas of business, including the roles of accounting, finance, human resources, marketing, information systems, and operations in the organization. Other topics covered include the role of business in a free enterprise system, business ethics, leadership, leading change, and the competitive global business environment. By the end of this course, you will be able to:

- Understand the basic concepts associated with the foundations of business.
- Develop an awareness of business ethics and social responsibility.
- Identify economic challenges facing businesses today.
- Consider the extent of the global dimensions of business.
- Analyze the importance of the management process.
- Obtain knowledge of the need for effective human relations in business operations.
- Obtain an awareness of marketing and concepts associated with marketing in today's business environment.
- Determine and identify product, price, place, and promotion strategies.
- Obtain an awareness and understanding of the banking system, money, and other financial terms associated with business systems.
- Analyze the aspects of leadership and their importance in a business.

Prerequisites

None

Grading

Evaluation Methods

Your final grade will be based on your performance on the following:

Items	Points Per Item	Number of Items	Total Points Possible
Unit Exams	60	3	180
Research Project	100	1	100
Quizzes	10	16	160
Discussion Assignments	10	2	20
Group Assignments	30	3	90
Individual Assignments	15–25	11	185
Total Course Points			735

Grading Scale

The following grading scale is used to evaluate all course requirements and determine your final grade:

90–100%	A
80–89%	B
70–79%	C
60–69%	D
0–59%	F

Workload

Students should expect to spend 144 credit hours per semester to complete the activities and assignments in this course. In a fall or spring semester, the time to dedicate per credit will range between 7-10 hours per week and in summer semester between 10-13 hours.