Introduction to Business

**SAMPLE SYLLABUS**

INSTRUCTOR INFORMATION

**Name**:  **Office Location**:  **Office Phone**:  **Email**:

**Welcome to Introduction to Business!**

Whether you are thinking about entrepreneurship or working for a company, this class is formed by introductory lessons. You will learn about the classic functions of a business, as well as key topics and areas that are here to stay such as having a growth mentality, resilience, positive language, corporate social responsibility, sustainability, and setting up a digital presence.

This course will teach you new concepts, help you think critically, and allow you to apply knowledge through a number of valuable assignments and projects.

COURSEWARE AND SIMULATION

This course uses the digital “Introduction to Business” courseware and it can be accessed at [http://home.stukent.com](http://home.stukent.com/). The course will also use an online simulation called Mimic Introduction to Business (coming soon), which can be accessed from the same website.

The simulation covers five topics, with 3-4 rounds for each topic: three for HR, three for supply chain, four for sales, three for marketing, and three for finance.  
  
It is important that you activate your Stukent account, which we will discuss in the first class.

LEARNING OUTCOMES

* Define what a business is and describe established and modern business models
* Discuss the importance of all business functions and how they are interrelated
* Identify legal structures and the appropriate tools and concepts to start and sustain a business
* Evaluate the usefulness of concepts that empower mental growth, resilience, and emotional intelligence
* Identify the impact of ethics in business decisions and on stakeholders

GRADING POLICY  
The assessment and grading system is intended to reflect student learning and performance. Introduction to Business classes are generally large sections thus, the suggested grading focuses on reflecting that:

Assignments (12, one per chapter)  %   
Mimic Simulation %

First Exam %

Midterm Exam  %  
Final Exam %

Attendance/Participation %

**Sample Course Calendars**

*A word of advice:* You will notice the simulation rounds are scheduled after covering the chapter that covers such topics. With that said, simulations can also be scheduled at the same time a chapter is being covered. This could happen, for example, if you find yourself teaching in a short 5-week intensive term.

The simulations can also be taken several times so students gain practice from repetition and trial and error. This has shown to be successful for instructors who use other Stukent Mimic Simulations.

We provide you with calendars for:

* a 15-week semester meeting biweekly,
* a 15-week semester meeting three times a week,
* a 5-week period (mini-terms/summer session), and
* an 8-week period (summer session).

A summary table correlating courseware chapters and simulation rounds:

|  |  |
| --- | --- |
| **Courseware Chapter** | **Simulation Content** |
| Chapter 4  Hiring and Retaining People | Human Resources, 3 rounds |
| Chapter 6  Building a Strong Supply Chain | Supply Chain, 3 rounds |
| Chapter 7  Selling Value | Sales, 4 rounds |
| Chapter 8  Marketing the Business | Marketing, 3 rounds |
| Chapter 11  Financing the Business | Finance, 3 rounds |

**Biweekly Class Meeting Calendar — 15-week Semester**

This calendar is for classes that meet twice a week for one hour and twenty minutes each session.

Sim = Simulation

**\*Note:** It is recommended that an assignment/exercise is assigned per chapter, due at the beginning of the next chapter; there are multiple assignments and exercises to choose from and assign per chapter

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Week** | **Date** | **Topic** | **Content** | **Assignments due\*** |
| Week 1 | Date | Introduction to the class | Overview of syllabus, simulation, courseware, and  Chapter 1 What is a Business |  |
| Week 2 | Date | Foundational Topics | Chapter 1 What is a Business |  |
| Date | Chapter 1 What is a Business |  |
| Week 3 | Date | Foundational Topics | Chapter 2 Thriving in Business | \*From Ch. 1 |
| Date | Chapter 2 Thriving in Business |  |
| Week 4 | Date | Foundational Topics | Chapter 3 Communicating in Business | \*From Ch. 2 |
| Date | Business Functions | Chapter 3 Communicating in Business |  |
| Week 5 | Date | Chapter 4 Hiring and Retaining People | \*From Ch. 3 |
| Date | Business Functions | Chapter 4 Hiring and Retaining People |  |
| Week 6 | Date | Chapter 5 Competing with Operations Management | \*From Ch. 4  Mimic Intro to Business rounds 1 and 2 |
|  | Exam | First exam (Ch.1-4) |  |
| Week 7 | Date | Business Functions | Chapter 5 Competing with Operations Management | Mimic Intro to Business Round 3 |
|  | Chapter 6 Building a Strong Supply Chain | \*From Ch. 5 |
| Week 8 | Date | Business Functions | Chapter 6 Building a Strong Supply Chain |  |
| Date | Chapter 7 Selling Value | \*From Ch. 6 |
| Week 9 | Date | Business Functions | Chapter 7 Selling Value | Mimic Intro to Business rounds 4 and 5 |
| Date | Chapter 8 Marketing the Business | \*From Ch. 7 |
| Week 10 | Date | Business Functions | Chapter 8 Marketing the Business | Mimic Intro to Business Round 6 |
| Date | Chapter 8 cont.  Chapter 9 | Mimic Intro to Business rounds 7 and 8 |
| Week 11 | Date | Exam | Mid-term or second exam (Ch.5-8) |  |
| Date | Chapter 9 Setting up a Digital Presence | \*From Ch. 8 |
| Week 12 | Date | Business Functions | Chapter 9 Setting up a Digital Presence | Mimic Intro to Business rounds 9 and 10 |
| Date | Chapter 10 Accounting the Business | \*From Ch. 9 |
| Week 13 | Date | Business Functions | Chapter 10 Accounting the Business | Mimic Intro to Business Round 11 and 12 |
| Date | Chapter 10 Accounting the Business | Mimic Intro to Business Round 13 |
| Week 14 | Date | Business Functions | Chapter 11 Financing the Business | \*From Ch. 10 |
| Date | Chapter 11 Financing the Business | Mimic Intro to Business rounds 14 and 15 |
| Week 15 | Date | Business Functions | Chapter 12 Managing and Leading for Success | \*From Ch 11  Mimic Intro to Business Round 16 |
| Date | Chapter 12 Managing and Leading for Success | \*From Ch. 12 |
|  | Date | Exam | Final exam (Ch. 9-12 or cumulative) |  |