BUSN100

Course Summary

Course : BUSN100 **Title :** Basics of Business
Length of Course : 8
Prerequisites : N/A **Credit Hours :** 3

Description

Course Description: This course is designed to acquaint the student with the terminology, organization, and function of the American business system. The course will give the student a broad background about the contemporary American and global business environments as well as considering different business organizations, management principles and strategies. Topics covered include marketing, finance, personnel, customer relations, production and operations, e-business, world trade ventures, internal information systems and decision-making processes.

Course Scope:

The course provides an overview of business topics as well as ethical issues related to contemporary business. The fundamental concepts of business will be introduced. The course explores business organization and the nature of management. Topics include marketing, finance, personnel, customer relations, e-business and the decision making processes.

Objectives

After successfully completing this course, you will be able to:
CO1. Describe the environment in which business operates.
CO2. Summarize the effect of economic conditions on business performance.
CO3. Identify the main forms of business organizations.
CO4. Describe the role of ethics in the business environment.
CO5. Explain the internal structures of organizations.
CO6. Explain how firms use accounting.
CO7. Describe sources of financing for businesses.
CO8. Describe technology and its impact on business decisions.

Outline

Week 1: Business Ecosystem

Topic(s)

Business Eco System
Entrepreneurship

Learning Objective(s)

CO1. Describe the environment in which business operates.
CO2. Summarize the effect of economic conditions on business performance.
CO3. Identify the main forms of business organizations.
CO4. Describe the role of ethics in the business environment.

Learning Materials

E-Book – Business Fundamentals - Chapters 1 and 2

Week 1 Lesson

Activities

Week 1 Introduction

Week 1 Discussion

Week 2: Business Models

Topic(s)

Business Models

Marketing

Learning Objective(s)

CO1. Describe the environment in which business operates.
CO2. Summarize the effect of economic conditions on business performance.

Learning Materials

E-Book – Business Fundamentals - Chapters 3

Week 2 Lesson

Activities and Assessments

Week 2 Discussion

Week 2 Quiz

Week 3: Organizational Issues and HR

Topic(s)

Organizational Issues
HR Management

Learning Objective(s)

CO3. Identify the main forms of business organizations.

Learning Materials

E-Book – Business Fundamentals - Chapters 4 and 5

Week 3 Lesson

Activities and Assessments

Week 3 Discussion

Week 3 Assignment

Week 4: Global Business

Topic(s)

Global Business

Learning Objective(s)

CO5. Explain the internal structures of organizations.

Learning Materials

E-Book – Business Fundamentals - Chapters 5 and 6

Week 4 Lesson

Activities and Assessments

Week 4 Discussion

Week 4 Midterm

Week 5: Operations Management

Topic(s)

Operations Management

Learning Objective(s)

CO5. Explain the internal structures of organizations.

Learning Materials

E-Book – Business Fundamentals - Chapters 7 and 8

Week 5 Lesson

Activities and Assessments

Week 5 Discussion

Week 5 Assignment

Week 6: Finance and Accounting

Topic(s)

Finance and Accounting

Learning Objective(s)

CO6. Explain how firms use accounting.
CO7. Describe sources of financing for businesses.

Learning Materials

E-Book – Business Fundamentals - Chapters 9

Week 6 Lesson

Activities and Assessments

Week 6 Discussion

Week 6 Quiz

Week 7: Information Systems

Topic(s)

Information Technology

Learning Objective(s)

CO1. Evaluate the environment in which business operates.
CO8. Describe technology and its impact on business decisions

Learning Materials

E-Book – Business Fundamentals - Chapters 10

Week 7 Lesson

Activities and Assessments

Week 7 Discussion

Week 7 Assignment

Week 8: Business Ethics

Topic(s)

Business Ethics

Learning Objective(s)

CO4. Describe the role of ethics in the business environment.

Learning Materials

E-Book – Business Fundamentals - Chapters 11

Week 8 Lesson

Activities and Assessments

Week 8 Discussion

Week 8 Final Exam

Evaluation

Grading:

Name	Grade %
Introductory Forum	3.00 %
Introduction	3.00 %
Forums	20.00 %
Week 1 Forum	2.50 %
Week 2 Forum	2.50 %
Week 3 Forum	2.50 %
Week 4 Forum	2.50 %
Week 5 Forum	2.50 %
Week 6 Forum	2.50 %
Week 7 Forum	2.50 %
Week 8 Forum	2.50 %
Homework	17.00 %
Week 3 Assignment	5.67 %
Week 5 Assignment	5.67 %
Week 7 Assignment	5.67 %
Quiz	20.00 %
Week Two Quiz	10.00 %
Week Six Quiz	10.00 %
Midterm Exam	20.00 %
Midterm	20.00 %
Final Exam	20.00 %
Final	20.00 %
Unassigned	0.00 %
Week 1 Forum	0.00 %
Week 2 Forum	0.00 %
Week 3 Forum	0.00 %
Week 4 Forum	0.00 %
Week 5 Forum	0.00 %
Week 6 Forum	0.00 %
Week 7 Forum	0.00 %
Week 8 Forum	0.00 %
Midterm	0.00 %
Final	0.00 %

Materials

Book Title: Business Fundamentals-Ebook link provided inside the classroom.

Author: McCubbrey, D

Publication Info:

ISBN: 9781616101442

Web Sites

In addition to the required course texts, the following public domain web sites are useful. Please abide by the university's academic honesty policy when using Internet sources as well. Note web site addresses are subject to change.

Site Name	Web Site URL/Address
U.S. Small Business Administration	www.sba.gov
Marketing Power	http://www.marketingpower.com
The Wall Street Journal	http://online.wsj.com/home-page
BUSN100 Course Guide	http://apus.campusguides.com/BUSN100?hs=a
American Psychological Association (APA) Style Website	http://www.apastyle.org/
Purdue Online Writing Lab	https://owl.english.purdue.edu/owl/resource/560/01/
YouTube Video on Formatting an APA Style Paper	http://youtu.be/9pbUoNa5tyY
Microsoft Office Training Website	http://office.microsoft.com/en-us/support/training-FX101782702.aspx

---

Course Guidelines

Citation and Reference Style

- Students will follow APA format as the sole citation and reference style used in written assignments submitted as part of coursework to the School of Business.
- Please note that no formal citation style is required on forum assignments in the School of Business—only attribution of sources (please see details regarding forum communication below).

Tutoring

- Tutor.com offers online homework help and learning resources by connecting students to certified tutors for one-on-one help. AMU and APU students are eligible for 10 free hours of tutoring provided by APUS. Tutors are available 24/7 unless otherwise noted. Tutor.com also has a SkillCenter Resource Library offering educational resources, worksheets, videos, websites and career help. Accessing these resources does not count against tutoring hours and is also available 24/7. Please visit the APUS Library and search for 'Tutor' to create an account.

Late Assignments

- Students are expected to submit classroom assignments by the posted due date and to complete the course according to the published class schedule. The due date for each assignment is listed under each assignment.

- Generally speaking, if arrangements are not made in advance, a late penalty of 10% will be assessed for any assignment submitted 1-7 days past the due date. Assignments will not be accepted after the 7th day. No work will be accepted past the final day of class, unless prior arraignments have been made with the instructor.
- As a working adult, your time is limited and often out of your control. Faculty may be more flexible if they know ahead of time of any potential late assignments.

Turn It In

- Faculty may require assignments be submitted to Turnitin.com. Turnitin.com will analyze an assignment submission and report a similarity score. Your assignment submission is automatically processed through the assignments area of the course when you submit your work.

Academic Dishonesty

- Academic Dishonesty incorporates more than plagiarism, which is using the work of others without citation. Academic dishonesty includes any use of content purchased or retrieved from web services such as CourseHero.com or Scribd. Additionally, allowing your work to be placed on such web services is academic dishonesty, as it is enabling the dishonesty of others. The copy and pasting of content from any web page, without citation as a direct quote, is academic dishonesty. When in doubt, do not copy/paste, and always cite.

Submission Guidelines

- Some assignments may have very specific requirements for formatting (such as font, margins, etc) and submission file type (such as .docx, .pdf, etc). See the assignment instructions for details. In general, standard file types such as those associated with Microsoft Office are preferred, unless otherwise specified.
- It is the student's responsibility to ensure the all submitted work can be accessed and opened by the instructor.

Disclaimer Statement

- Course content may vary from the outline to meet the needs of a particular group or class.

Communicating on the Forum

- Forums are the heart of the interaction in this course. The more engaged and lively the exchanges, the more interesting and fun the course will be. Only substantive comments will receive credit. Although there is a final posting day/time after which the instructor will grade and provide feedback, it is not sufficient to wait until the last day to contribute your comments/questions on the forum. The purpose of the forums is to actively participate in an on-going discussion about the assigned content.

- "Substantive" means comments that contribute something new and important to the discussion. Thus a message that simply says "I agree" is not substantive. A substantive comment contributes a new idea or perspective, a good follow-up question to a point made, offers a response to a question, provides an example or illustration of a key point, points out an inconsistency in an argument, etc.
- As a class, if we run into conflicting view points, we must respect each individual's own opinion. Hateful and hurtful comments towards other individuals, students, groups, peoples, and/or societies will not be tolerated.
- Students must post a response to the weekly forums prompt and post the required number of replies to other students – refer to the grading rubric and/or forum instructions for specific expectations on number of replies and word count requirements.
- The main response to the forum need to be provided mid-week – refer to the grading rubric and/or forum instructions for specific expectations. Late main response posts to a forum will not be accepted without prior instructor approval.
- Replies must be posted in the week due and replies after the end of the each week will not be graded.

Quizzes and Exams

- Quizzes and exams may consist of true/false, multiple choice, and short essay questions. Each quiz/exam is accessible only once. Once a quiz/exam is accessed, you will not be able to access it again if you disconnect. Therefore, allocate time to complete your quiz. Weekly quizzes must be submitted by midnight Eastern Time, Day 7 of the assigned week. Late quizzes or exams will not be accepted without prior instructor approval.

University Policies

Student Handbook

- Drop/Withdrawal policy
- Extension Requests
- Academic Probation
- Appeals
- Disability Accommodations

The mission of American Public University System is to provide high quality higher education with emphasis on educating the nation's military and public service communities by offering respected, relevant, accessible, affordable, and student-focused online programs that prepare students for service and leadership in a diverse, global society.