

**ITT Technical Institute**  
**BU1110**  
**Introduction to Business**  
**Onsite Course**

**SYLLABUS**

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**Credit hours:** 4.5

**Contact/Instructional hours:** 45 (45 Theory Hours)

**Prerequisite(s) and/or Corequisite(s):**

None.

**Course Description:**

This course explores fundamental processes of management, teamwork, motivation, customer satisfaction, and the production of goods and services. Students will examine ethical and social responsibilities for businesses, and compare business operations in U.S. companies to business operations in foreign countries.

## **Where Does This Course Belong?**

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BU1110 Introduction to Business serves as a prerequisite for a number of courses in the Business curriculum. In the remainder of this document, the course will be referenced as BU1110.

**NOTE:** *Refer to the catalog for the state-specific course and program information, if applicable.*

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## Course Summary

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### Major Instructional Areas

1. Contemporary Business in the U.S.
2. Components and Key Goals of the U.S. Economic System
3. The Role of U.S. Business and Economics in a Global Society
4. Business Functions and Models

### Course Objectives

1. Compare the major types of business with the five major environments and six major functional areas of business.
2. Compare ethical behaviors and societal responsibilities of companies that operate only in the U.S. with those that operate globally.
3. Select the recommended form of business for different types of enterprises.
4. Compare and contrast management and leadership.
5. Recommend ways to improve the effectiveness of teams.
6. Analyze the key elements of instituting and operating a small business.
7. Compare the effectiveness of employee motivation techniques.
8. Create a model for understanding and satisfying customer needs through marketing strategies.
9. Outline the key components in producing quality goods and services.

## Learning Materials and References

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### Required Resources

Complete Textbook Package	New to This Course	Carried over from Previous Course(s)	Required for Subsequent Course(s)
<ul style="list-style-type: none"> <li>Bovée, C. L., &amp; Thill, J. V. (2013). <i>Business in action</i> (6<sup>th</sup> ed.). Upper Saddle River, NJ: Prentice Hall.</li> </ul>	■		
<ul style="list-style-type: none"> <li>MyBizLab</li> </ul>	■		

### Recommended Resources

#### Books and Professional Journals

- Criniti, A. (2013). *The necessity of finance*. San Francisco: Criniti Publishing.
- Staub, R. (2012, February). From CSR to sustainable business: transformational leadership in action. *Business and Professional Ethics Journal*, pp. 349-361.
- The Wall Street Journal Online. <http://online.wsj.com/home-page>
- The Business Journals. <http://www.bizjournals.com/>

#### Professional Associations

- American Management Association. <http://www.amanet.org/>
- International Business Ethics Institute: <http://business-ethics.org>
- U.S. Small Business Administration. <http://www.sba.gov>

#### ITT Tech Virtual Library (accessed via Student Portal)

- Pentland, A. (April 2012). *The new science of business successful teams*. Boston, MA, Harvard Business Review Press. (pp. 108-113).
- Suda, L. ( November 2012). *Mastering virtual teams: training virtual project teams to be successful*. Boston, MA, Harvard Business Review Press. (p. 78-87).

#### Other References

- Customer Care Institute. <http://www.customercare.com/>

**NOTE:** All links are subject to change without prior notice.

## Information Search

Use the following keywords to search for additional online resources that you may use to support your work on the course assignments:

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- Supply and demand
- Global marketplace and environment
- Marketing
- Business ethics and corporate social responsibility
- Sole proprietors, partnerships, corporations
- Corporate teams
- Job motivation and design
- Employment lifecycle management
- Compensation and benefits
- Unions, collective bargaining, and arbitration
- Financial statements

## Suggested Learning Approach

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In this course, you will study individually and with a group of peers. As you work on the course deliverables, you are encouraged to share ideas with your peers and instructor, work collaboratively on projects and team assignments, raise critical questions, and provide constructive feedback.

Use the following advice to receive maximum learning benefits from your participation in this course:

DO	DON'T
<ul style="list-style-type: none"> <li>▪ Do take a proactive learning approach</li> <li>▪ Do share your thoughts on critical issues and potential problem solutions</li> <li>▪ Do plan your course work in advance</li> <li>▪ Do explore a variety of learning resources in addition to the textbook</li> <li>▪ Do offer relevant examples from your experience</li> <li>▪ Do make an effort to understand different points of view</li> <li>▪ Do connect concepts explored in this course to real-life professional situations and your own experiences</li> </ul>	<ul style="list-style-type: none"> <li>▪ Don't assume there is only one correct answer to a question</li> <li>▪ Don't be afraid to share your perspective on the issues analyzed in the course</li> <li>▪ Don't be negative about the points of view that are different from yours</li> <li>▪ Don't underestimate the impact of collaboration on your learning</li> <li>▪ Don't limit your course experience to reading the textbook</li> <li>▪ Don't postpone your work on the course deliverables – work on small assignment components every day</li> </ul>

## Course Outline

<p><b>Unit 1: THE BUSINESS MINDSET</b></p> <p>Upon completion of this unit, students are expected to:</p> <ul style="list-style-type: none"> <li>• Compare and contrast each of the major types of business.</li> <li>• Describe the five major environments of business and how each affects business decisions.</li> <li>• Explain each of the six functional areas of business.</li> <li>• Recommend the proper form of business given data about a business enterprise.</li> </ul> <p style="text-align: right;"><b>Total outside work:</b> 8 hours</p>			
<b>READING ASSIGNMENT</b>	<ul style="list-style-type: none"> <li>• Bovée &amp; Thill, Chapter 1 and Appendix A</li> </ul>		
<b>OUTSIDE WORK</b>	<b>Activity</b>		<b>Estimated Time</b>
	Complete the reading assignment		3 hrs.
	Complete Unit 1 Assignment 1		2.5 hrs.
	Complete Unit 1 Project Part 1		1 hr.
<b>GRADED ACTIVITIES/ DELIVERABLES</b>	<b>Grading Category</b>	<b>Activity/Deliverable Title</b>	<b>Grade Allocation</b> (% of all graded work)
	Assignment	Unit 1 Assignment 1: The Business Model	3.5%
	Project	Unit 1 Project Part 1: Identify Your Business	3%
<p><b>Unit 2: ECONOMICS AND THE GLOBAL MARKETPLACE</b></p> <p>Upon completion of this unit, students are expected to:</p> <ul style="list-style-type: none"> <li>• Define ethics in business.</li> <li>• Describe the responsibilities of global business.</li> <li>• Explain the concept of cultural differences in business behavior.</li> <li>• Explain how globalization is changing business behavior.</li> </ul> <p style="text-align: right;"><b>Total outside work:</b> 9 hours</p>			
<b>READING ASSIGNMENT</b>	<ul style="list-style-type: none"> <li>• Bovée &amp; Thill, Chapters 2 and 3</li> </ul>		
<b>OUTSIDE WORK</b>	<b>Activity</b>		<b>Estimated Time</b>
	Complete the reading assignment		3.5 hrs.
	Complete Unit 2 Assignment 1		2.5 hrs.
	Complete Unit 2 Project Part 2		1 hr.
<b>GRADED ACTIVITIES/ DELIVERABLES</b>	<b>Grading Category</b>	<b>Activity/Deliverable Title</b>	<b>Grade Allocation</b> (% of all graded work)
	Assignment	Unit 2 Assignment 1: Understanding Global Business Cultures	3.5%
	Project	Unit 2 Project Part 2: Research the Global Market	3%
<p><b>Unit 3: BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY</b></p>			<b>Total outside</b>

Upon completion of this unit, students are expected to:		<b>work:</b> 9 hours	
<ul style="list-style-type: none"> <li>Describe corporate social responsibility.</li> <li>Explain the three major factors of corporate social responsibility.</li> <li>Compare and contrast the four major perspectives on corporate social responsibility.</li> <li>Describe the factors that influence ethical behavior.</li> </ul>			
<b>READING ASSIGNMENT</b>	<ul style="list-style-type: none"> <li>Bovée &amp; Thill, Chapter 4</li> </ul>		
<b>OUTSIDE WORK</b>	<b>Activity</b>	<b>Estimated Time</b>	
	Complete the reading assignment	2.5 hrs.	
	Complete Unit 3 Assignment 1	2.5 hrs.	
	Complete Unit 3 Project Part 3	1 hr.	
	Study for Unit 3 Quiz 1	1 hr.	
<b>GRADED ACTIVITIES/ DELIVERABLES</b>	<b>Grading Category</b>	<b>Activity/Deliverable Title</b>	<b>Grade Allocation</b> (% of all graded work)
	Assignment	Unit 3 Assignment 1: Understanding Corporate Social Responsibility	3.5%
	Project	Unit 3 Project Part 3: The Ethics of Your Business	3%
	Quiz	Unit 3 Quiz 1	3.3%

#### **Unit 4: FORMS OF OWNERSHIP, ENTREPRENEURSHIP, AND SMALL BUSINESS OWNERSHIP**

Upon completion of this unit, students are expected to:

- Compare and contrast each of the major types of business.
- Describe the advantages and disadvantages of mergers and acquisitions.
- Identify the major strategic alliances in business formation and endurance.
- Analyze the economic roles of small businesses.
- Describe the life cycle of business.
- Explain the financing options for small businesses.

**Total outside work:**  
8.5 hours

<b>READING ASSIGNMENT</b>	<ul style="list-style-type: none"> <li>Bovée &amp; Thill, Chapters 5 and 6</li> </ul>		
<b>OUTSIDE WORK</b>	<b>Activity</b>	<b>Estimated Time</b>	
	Complete the reading assignment	3.5 hrs.	
	Complete Unit 4 Assignment 1	2.5 hrs.	
	Complete Unit 4 Project Part 4	1 hr.	
<b>GRADED ACTIVITIES/ DELIVERABLES</b>	<b>Grading Category</b>	<b>Activity/Deliverable Title</b>	<b>Grade Allocation</b> (% of all graded work)
	Assignment	Unit 4 Assignment 1: The Three Forms of Business Ownership	3.5%
	Project	Unit 4 Project Part 4: The Form of Your Business	3%

#### **Unit 5: GUIDING BUSINESS: LEADERSHIP, ORGANIZATION, AND OPERATIONS**

Upon completion of this unit, students are expected to:

**Total outside work:**  
8.5 hours



<ul style="list-style-type: none"> <li>Define management roles.</li> <li>Contrast management with leadership.</li> <li>Explain the four major functions of leaders and managers.</li> <li>Design an effective organizational structure.</li> <li>Explain the importance of team structures on achieving team goals.</li> <li>Explain how systems impact quality production.</li> </ul>			
<b>READING ASSIGNMENT</b>	<ul style="list-style-type: none"> <li>Bovée &amp; Thill, Chapters 7, 8, and 9</li> </ul>		
<b>OUTSIDE WORK</b>	<b>Activity</b>		<b>Estimated Time</b>
	Complete the reading assignment		3.5 hrs.
	Complete Unit 5 Assignment 1		2.5 hrs.
	Complete Unit 5 Project Part 5		1 hr.
<b>GRADED ACTIVITIES/ DELIVERABLES</b>	<b>Grading Category</b>	<b>Activity/Deliverable Title</b>	<b>Grade Allocation</b> (% of all graded work)
	Assignment	Unit 5 Assignment 1: Description and Application of Teams	3.5%
	Project	Unit 5 Project Part 5: Analysis of the Organizational Model	3%

### **Unit 6: SUPPORTING THE WORKFORCE**

Upon completion of this unit, students are expected to:

- Identify the key motivators for employee performance.
- Explain how job redesign affects motivation.
- Explain diversity's impact on motivation and employee performance.
- Describe effective grievance policies and their impact on employee motivation.

**Total outside work:**  
8.5 hours

<b>READING ASSIGNMENT</b>	<ul style="list-style-type: none"> <li>Bovée &amp; Thill, Chapters 10, 11, and 12</li> </ul>		
<b>OUTSIDE WORK</b>	<b>Activity</b>		<b>Estimated Time</b>
	Complete the reading assignment		3.5 hrs.
	Complete Unit 6 Assignment 1		2.5 hrs.
	Complete Unit 6 Project Part 6		30 min.
<b>GRADED ACTIVITIES/ DELIVERABLES</b>	<b>Grading Category</b>	<b>Activity/Deliverable Title</b>	<b>Grade Allocation</b> (% of all graded work)
	Assignment	Unit 6 Assignment 1: Employee Motivation and Profits	3.5%
	Project	Unit 6 Project Part 6: Research the Functions of Human Resources	3%

### **Unit 7: MARKETING**

Upon completion of this unit, students are expected to:

- Explain the role of marketing in business and its impact on society.
- Describe the challenges in understanding customers.
- Identify key market opportunity strategies.
- Outline a viable market strategy.
- Explain the marketing mix in a global business environment.

**Total outside work:**  
8.5 hours

<b>READING ASSIGNMENT</b>	<ul style="list-style-type: none"> <li>Bovée &amp; Thill, Chapter 13</li> </ul>		
<b>OUTSIDE WORK</b>	<b>Activity</b>		<b>Estimated Time</b>
	Complete the reading assignment		2.5 hrs.
	Complete Unit 7 Assignment 1		2.5 hrs.
	Complete Unit 7 Project Part 7		1 hr.
Study for Unit 7 Quiz 2		1 hr.	
<b>GRADED ACTIVITIES/ DELIVERABLES</b>	<b>Grading Category</b>	<b>Activity/Deliverable Title</b>	<b>Grade Allocation</b> (% of all graded work)
	Assignment	Unit 7 Assignment 1: Strategic Marketing Planning	3.5%
	Project	Unit 7 Project Part 7: Research the Consumer Marketing Strategy	3%
	Quiz	Unit 7 Quiz 2	3.3%

### **Unit 8: PRODUCT PRICING AND DISTRIBUTION**

Upon completion of this unit, students are expected to:

- Explain the product life cycle.
- Explain pricing methods and strategies.
- Describe the role of marketing intermediaries.
- Analyze the considerations in channel design and management.
- Describe the role of logistics in physical distribution.

**Total outside work:**  
8.5 hours

<b>READING ASSIGNMENT</b>	<ul style="list-style-type: none"> <li>Bovée &amp; Thill, Chapters 14 and 15</li> </ul>		
<b>OUTSIDE WORK</b>	<b>Activity</b>		<b>Estimated Time</b>
	Complete the reading assignment		3.5 hrs.
	Complete Unit 8 Assignment 1		2.5 hrs.
Complete Unit 8 Project Part 8		1 hr.	
<b>GRADED ACTIVITIES/ DELIVERABLES</b>	<b>Grading Category</b>	<b>Activity/Deliverable Title</b>	<b>Grade Allocation</b> (% of all graded work)
	Assignment	Unit 8 Assignment 1: The Four Stages of the Product Life Cycle	3.5%
	Project	Unit 8 Project Part 8: Researching the Brand	3%

### **Unit 9: EFFECTIVE COMMUNICATION**

Upon completion of this unit, students are expected to:

- Create an effective communication goal for a business.
- Explain the role of advertising and its impact on consumer needs.
- Describe an effective sales promotion using new social media platforms.

**Total outside work:**  
9 hours

<b>READING ASSIGNMENT</b>	<ul style="list-style-type: none"> <li>Bovée &amp; Thill, Chapter 16</li> </ul>		
<b>OUTSIDE WORK</b>	<b>Activity</b>		<b>Estimated Time</b>

	Complete the reading assignment	2.5 hrs.	
	Complete Unit 9 Assignment 1	2.5 hrs.	
	Complete Unit 9 Project Part 9	1 hr.	
<b>GRADED ACTIVITIES/ DELIVERABLES</b>	<b>Grading Category</b>	<b>Activity/Deliverable Title</b>	<b>Grade Allocation</b> (% of all graded work)
	Assignment	Unit 9 Assignment 1: The Social Communication Model	3.5%
	Project	Unit 9 Project Part 9: Social Media Research	3%
	Quiz	Unit 9 Quiz 3	3.4%

### **Unit 10: ACCOUNTING AND FINANCIAL RESOURCES**

Upon completion of this unit, students are expected to:

- Create a model of the rules of accounting based on the fundamental accounting concepts.
- Explain the key financial statements that businesses use to plan and forecast.
- Analyze key financial statements using trend and ratio analysis.
- Explain the role of financial management.
- Describe the role of budgeting in business.
- Analyze the financial alternatives for debt financing.

**Total  
outside  
work:**  
9 hours

<b>READING ASSIGNMENT</b>	<ul style="list-style-type: none"> <li>• Bovée &amp; Thill, Chapters 17 and 18</li> </ul>		
<b>OUTSIDE WORK</b>	<b>Activity</b>	<b>Estimated Time</b>	
	Reading Assignment	3.5 hrs.	
	Complete Unit 10 Assignment 1	2.5 hrs.	
	Complete Unit 10 Project Part 10	1 hr.	
<b>GRADED ACTIVITIES/ DELIVERABLES</b>	<b>Grading Category</b>	<b>Activity/Deliverable Title</b>	<b>Grade Allocation</b> (% of all graded work)
	Assignment	Unit 10 Assignment 1: Explaining GAAP	3.5%
	Project	Unit 10 Project Part 10: Researching Financials	3%
	Project	Unit 10 Project Part 11: Presentation	15%

### **Unit 11: FINAL PROJECT AND FINAL EXAM**

All Learning Outcomes are covered in this unit.

**Total  
outside  
work:**  
5 hours

<b>OUTSIDE WORK</b>	<b>Activity</b>	<b>Estimated Time</b>	
	Study for Final Exam	5 hrs.	
<b>GRADED ACTIVITIES/ DELIVERABLES</b>	<b>Grading Category</b>	<b>Activity/Deliverable Title</b>	<b>Grade Allocation</b> (% of all graded work)
	Exam	Unit 11 Final Exam	10%

Note: Your instructor may add a few learning activities that will change the grade allocation for each assignment in a category. The overall category percentages will not change.

## Evaluation and Grading

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### Evaluation Criteria

The graded assignments will be evaluated using the following weighted categories:

Category	Weight
Assignments	35%
Projects	30%
Presentations	15%
Quizzes	10%
Final Exam	10%
<b>TOTAL</b>	<b>100%</b>

### Grade Conversion

The final grades will be calculated from the percentages earned in the course, as follows:

Grade	Percentage
A (4.0)	90–100%
B+ (3.5)	85–89%
B (3.0)	80–84%
C+ (2.5)	75–79%
C (2.0)	70–74%
D+ (1.5)	65–69%
D (1.0)	60–64%
F (0.0)	<60%

**NOTE:** Include any additional requirements and comments related to grading student assignments.

## **Academic Integrity**

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All students must comply with the policies that regulate all forms of academic dishonesty or academic misconduct, including plagiarism, self-plagiarism, fabrication, deception, cheating, and sabotage. For more information on the academic honesty policies, refer to the Student Handbook and the Course Catalog.

*(End of Syllabus)*