

**ITT Technical Institute**  
**BU1115**  
**Introduction to Business Principles**  
**Onsite and Online Course**

**SYLLABUS**

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**Credit hours:** 6


**Contact/Instructional hours:** 70 (50 Theory Hours, 20 Lab Hours)

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

None.

**Course Description:**

This course provides students with an overview of business in an increasingly global society. Students will explore the fundamentals of, business ownership, entrepreneurship, management, marketing, human resources, business communication, business accounting and finance practices. In addition, students will explore personal finance and development of business problem-solving skills.



## COURSE SUMMARY

### COURSE DESCRIPTION

The course provides students with an overview of business in an increasingly global society. Students will explore the fundamentals of business ownership, entrepreneurship, management, marketing, human resources, business communication, business accounting and finance practices. In addition, students will explore personal finance and development of business problem-solving skills.

### MAJOR INSTRUCTIONAL AREAS

1. Contemporary Business in the U.S.
2. The Role of U.S. Business and Economics in a Global Society
3. Business Functions and Models
4. Business Problem Solving
5. Ethical Decision Making

### COURSE LEARNING OBJECTIVES

By the end of this course, you should be able to:

1. Describe the functional areas of business.
2. Explain factors that influence the business environment.
3. Identify distinguishing characteristics of business formation.
4. Demonstrate business problem-solving skills and ethical decision-making process.
5. Examine the key functions of management.
6. Examine human resource components of business.
7. Describe the role of product, price, place, and promotion in marketing.
8. Recognize the key areas of personal finance and investments.
9. Investigate accounting and finance practices for businesses.
10. Formulate effective business messages using various technologies.

## COURSE OUTLINE

## MODULE 1: UNDERSTANDING THE BUSINESS MINDSET

### COURSE LEARNING OBJECTIVES COVERED

- Describe the functional areas of business.
- Explain factors that influence the business environment.

### TOPICS COVERED

- Functional Areas of Business
- Business Environment

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> Bovée & Thill, Chapter 1.	No	3.5 hr
<b>Lesson:</b> Study the lesson for this module.	No	1.5 hr
<b>Discussion:</b> Participate in the discussion titled “How Does Business Effect Society?”	Yes	1 hr
<b>Lab:</b> Complete the lab titled “What About Me?”	Yes	N/A

Total Out-Of-Class Activities: 6 Hours

## MODULE 2: ECONOMICS AND BUSINESS OWNERSHIP

### COURSE LEARNING OBJECTIVES COVERED

- Explain factors that influence the business environment.
- Identify distinguishing characteristics of business formation.
- Demonstrate business problem-solving skills and ethical decision-making process.

### TOPICS COVERED

- Economic Systems Around Business
- Global Business Environment
- Forms of Business Ownership
- Entrepreneurship and Small Business

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> Bovée & Thill, Chapters 2, 3, 5, and 6.	No	9 hr
<b>Lesson:</b> Study the lesson for this module.	No	2.5 hr
<b>Discussion:</b> Participate in the discussion titled “Making Economic Choices.”	Yes	N/A
<b>Lab:</b> Complete the lab titled “Exploring the World Factbook.”	Yes	N/A
<b>Exercise 1:</b> Submit the exercise titled “Determining Business Ownership.”	Yes	3 hr
<b>Exercise 2:</b> Submit the exercise titled “Is Entrepreneurship for Me?”	Yes	3.5 hr
<b>Project:</b> Begin work on Project Part 1.	No	3.5 hr

Total Out-Of-Class Activities: 21.5 Hours

### MODULE 3: OPERATING A BUSINESS

#### COURSE LEARNING OBJECTIVES COVERED

- Describe the functional areas of business.
- Identify distinguishing characteristics of business formation.
- Demonstrate business problem-solving skills and ethical decision-making process.
- Examine the key functions of management.
- Examine human resource components of business.
- Formulate effective business messages using various technologies.

#### TOPICS COVERED

- Corporate Social Responsibility
- Roles of Management
- Teamwork in Business
- Value Chains

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> Bovée & Thill, Chapters 4, 7, 8, and 9.	No	10.5 hr
<b>Reading:</b> ITT Tech Virtual Library> <ul style="list-style-type: none"> <li>• Research Help&gt; Research Guides&gt; Career Planning and Self-Assessment&gt; Career Information (General).</li> <li>• Basic Search&gt; Casner-Lotto, J., Barrington, L., &amp; Partnership for 21st Century, S. (2006). Are they really ready to work? Employers' perspectives on the basic knowledge and applied skills of new entrants to the 21st century U.S. workforce. <i>Partnership for 21st Century Skills</i>.</li> </ul>	No	1.5 hr
<b>Lesson:</b> Study the lesson for this module.	No	3 hr
<b>Discussion:</b> Participate in the discussion titled “Roles in Teams.”	Yes	N/A
<b>Lab:</b> Complete the lab titled “Conducting Business Research.”	Yes	N/A
<b>Exercise:</b> Submit the exercise titled “Business Management.”	Yes	3 hr
<b>Project:</b> Submit Project Part 1.	Yes	4 hr

Total Out-Of-Class Activities: 22 Hours

## MODULE 4: MANAGING HUMAN ASSET

### COURSE LEARNING OBJECTIVES COVERED

- Explain factors that influence the business environment.
- Demonstrate business problem-solving skills and ethical decision-making process.
- Examine the key functions of management.
- Examine human resource components of business.

### TOPICS COVERED

- Employee Motivation
- Role of Human Resources in Business
- Importance of Labor Relations

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> Bovée & Thill, Chapters 10, 11, and 12.	No	8 hr
<b>Reading:</b> ITT Tech Virtual Library> Basic Search> <ul style="list-style-type: none"> <li>• Creating an ethical culture. (Cover story). (2014). <i>HR Magazine</i>, 59(4), 22.</li> <li>• Brooks, D. (2014). Creating engaging wellness programs beyond the corporate setting. <i>Benefits Magazine</i>, 51(2), 26.</li> </ul>	No	2 hr
<b>Lesson:</b> Study the lesson for this module.	No	2.5 hr
<b>Discussion 1:</b> Participate in the discussion titled “Global Issues in Contemporary Business.”	Yes	N/A
<b>Discussion 2:</b> Participate in the discussion titled “Exploring Labor Relations.”	Yes	N/A
<b>Exercise:</b> Submit the exercise titled “Role of Human Resources.”	Yes	3.5 hr
<b>Lab:</b> Complete the lab titled “Motivation Plan: Getting Healthy.”	Yes	N/A
<b>Project:</b> Begin work on Project Part 2.	No	3.5 hr

Total Out-Of-Class Activities: 19.5 Hours

## MODULE 5: MARKETING THE BUSINESS

### COURSE LEARNING OBJECTIVES COVERED

- Describe the role of product, price, place, and promotion in marketing.
- Formulate effective business messages using various technologies.

### TOPICS COVERED

- Business Market and Customers
- Marketing Strategies
- Customer Communication

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> Bovée & Thill, Chapters 13, 14, 15, and 16.	No	10 hr
<b>Lesson:</b> Study the lesson for this module.	No	3 hr
<b>Discussion:</b> Participate in the discussion titled “Product Lifecycle.”	Yes	N/A
<b>Exercise 1:</b> Submit the exercise titled “Good Marketing.”	Yes	3 hr
<b>Exercise 2:</b> Submit the exercise titled “Marketing Channels and Communication Media.”	Yes	3 hr
<b>Lab:</b> Complete the lab titled “Social Media and Ethical Marketing.”	Yes	N/A
<b>Project:</b> Continue work on Project Part 2.	No	2 hr
<b>Final Exam:</b> Prepare for the final exam.	No	5 hr

Total Out-Of-Class Activities: 26 Hours



## MODULE 6: MANAGING CAPITAL AND EARNINGS

### COURSE LEARNING OBJECTIVES COVERED

- Describe the functional areas of business.
- Explain factors that influence the business environment.
- Identify distinguishing characteristics of business formation.
- Demonstrate business problem-solving skills and ethical decision-making process.
- Examine the key functions of management.
- Examine human resource components of business.
- Describe the role of product, price, place, and promotion in marketing.
- Recognize the key areas of personal finance and investments.
- Investigate accounting and finance practices for businesses.
- Formulate effective business messages using various technologies.

### TOPICS COVERED

- Fundamentals of Accounting
- Financing and Investment Options

MODULE LEARNING ACTIVITIES	GRADE D	OUT-OF- CLASS TIME
<b>Reading:</b> Bovée & Thill, Chapters 17, 18, 19, and Appendix D: Personal Finance.	No	12 hr
<b>Reading:</b> ITT Tech Virtual Library> Basic Search> Clark, D. (2011). Reinventing your personal brand. <i>Harvard Business Review</i> , 89(3), 78-81.	No	1 hr
<b>Lesson:</b> Study the lesson for this module.	No	2 hr
<b>Exercise:</b> Submit the exercise titled “My Budget and Investment Plan.”	Yes	3 hr
<b>Project:</b> Submit Project Part 2.	Yes	2 hr
<b>Final Exam:</b> Take the final exam.	Yes	N/A

Total Out-Of-Class Activities: 20 Hours

## EVALUATION AND GRADING

## EVALUATION CRITERIA

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

CATEGORY	WEIGHT
Exercise	30%
Discussion	20%
Project	20%
Lab	15%
Final Exam	15%
TOTAL	100%

## 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%

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## LEARNING MATERIALS AND REFERENCES

### REQUIRED RESOURCES

#### COMPLETE TEXTBOOK PACKAGE

- Bovée, C. L., & Thill, J. V. (2013). *Business in action (6th ed.)*. Upper Saddle River, NJ: Prentice Hall.

### RECOMMENDED RESOURCES

- Books and Professional Journals
  - The Business Journals  
<http://www.bizjournals.com>
  - The Wall Street Journal  
<http://www.wsj.com/>
- Professional Associations
  - American Marketing Association  
<https://www.ama.org>
  - American Management Association  
<http://www.amanet.org>
  - National Association of Management  
<https://www.nma1.org/>
  - Small Business Administration  
<http://www.sba.gov>
- ITT Tech Virtual Library (accessed via Student Portal | <https://studentportal.itt-tech.edu>)
  - School of Study> School of Business> Research Guides> Business Plans> Small Business Administration: Write a Business Plan> Starting a Business> Thinking About Starting a Business?> Is Entrepreneurship for You?
  - Research Help> Research Guides> Government Documents> Popular Government Documents> The World Factbook
  - School of Study> School of Business> Research Guides> Industry Research> Mergent Online

- School of Study> General Education Information> Tutorial Links> Microsoft Office Tutorials
- Basic Search>
  - Brooks, D. (2014). Creating engaging wellness programs beyond the corporate setting. *Benefits Magazine*, 51(2), 26.
  - Creating an ethical culture. (Cover story). (2014). *HR Magazine*, 59(4), 22.
  - Negrino, T. (2009). Five favorite PowerPoint tips. *Macworld*, 26(11), 62.

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## INSTRUCTIONAL METHODS AND TEACHING STRATEGIES

The curriculum employs a variety of instructional methods that support the course objectives while fostering higher cognitive skills. These methods are designed to encourage and engage you in the learning process in order to maximize learning opportunities. The instructional methods include but are not limited to lectures, collaborative learning options, use of technology, and hands-on activities.

To implement the above-mentioned instructional methods, this course uses several teaching strategies, such as lessons and solved examples. Your progress will be regularly assessed through a variety of assessment tools including discussion, project, lab, exercise, and final exam.

## OUT-OF-CLASS WORK

For purposes of defining an academic credit hour for Title IV funding purposes, ITT Technical Institute considers a quarter credit hour to be the equivalent of: (a) at least 10 clock hours of classroom activities and at least 20 clock hours of outside preparation; (b) at least 20 clock hours of laboratory activities; or (c) at least 30 clock hours of externship, practicum or clinical activities. ITT Technical Institute utilizes a “time-based option” for establishing out-of-class activities which would equate to two hours of out-of-class activities for every one hour of classroom time. The procedure for determining credit hours for Title IV funding purposes is to divide the total number of classroom, laboratory, externship, practicum and clinical hours by the conversion ratios specified above. A clock hour is 50 minutes.

A credit hour is an artificial measurement of the amount of learning that can occur in a program course based on a specified amount of time spent on class activities and student preparation during the program course. In conformity with commonly accepted practice in higher education, ITT Technical Institute has institutionally established and determined that credit hours awarded for coursework in this program course (including out-of-class assignments and learning activities described in the “Course Outline” section of this syllabus) are in accordance with the time-based option for awarding academic credit described in the immediately preceding paragraph.

**ACADEMIC INTEGRITY**

All students must comply with the policies that regulate all forms of academic dishonesty or academic misconduct. For more information on the academic honesty policies, refer to the Student Handbook and the School Catalog.

**INSTRUCTOR DETAILS**

Instructor Name	
Office Hours	
Contact Details	

*(End of Syllabus)*