

**MASTER SYLLABUS
MGT 101 INTRODUCTION TO BUSINESS**

Total Units of Course Credit: 3

Mode of Instruction: Face-to-Face

Prerequisites: Freshman or Sophomore status only and not currently Business Major Status/Business Professional Program Milestone

Courses: None

Justification: N/A

- I. **Catalog Description:** Introduces the functional areas of business management and how they interrelate to maximize wealth in a socially responsible way. Students who have business major status may not enroll in this course. Letter grade only. Prerequisite: Freshman or sophomore status only and not currently Bus Major Status/Business Professional Program Milestone.
- II. **Course Purpose:** This course is offered to expose students interested in a business major to an introduction to various business processes. It is not A required course for either the FCB BSBA Core Curriculum or FCB BSBA MGT major. It does not satisfy Liberal Studies requirements.
- III. **Course Learning Goals/ Outcomes:** Upon completion of the course students will be able to:
 - a) Understand the basics of how businesses function in a free market economy.
 - b) Understand the legal business forms with advantages and disadvantages of each.
 - c) Understand the functions within the major fields of study offered by the FCB: Accounting, Computer Information Systems, Economics, Finance, Management and Marketing.
 - d) Recognize the kinds of job opportunities and careers paths available with each type of business degree.
 - e) Understand the advising services, student organizations, internships, exchange programs and Career development services offered by the FCB.
 - f) Explain through writing reports the purpose and things learned at several of the FCB Pathways events which are considered part of the FCB core content.
 - g) Demonstrate the ability to use and improve written communication skills by writing graded reports.
- IV. **Teaching Methods:**

Primary teaching methods for this course include class lecture, discussion and reading of a text. Guest speakers may be used to introduce students to the disciplines, degree programs, career paths and the college programs and services. Students are required to attend and report on at least two FCB Pathway events during each semester. A company profile report is currently being used as a group project for the course.
- V. **Assignments/ Assessments of Course Learning Goals/ Outcomes:**
 - a) **Mechanisms for Feedback to Students/Interaction Between Students and Professors:**

The instructor should have office hours at a minimum of 2 hours/week for each section taught. This can be supplemented via the use of email or telephone contacts and responses. The current format utilizes frequent quizzes to provide more rapid feedback than in a traditional class. There are currently 4 to 8 quizzes during a 15-week semester administered approximately every two to four weeks. A minimum of three one-page written reports covering the content of FCB Pathway events and a personal assessment and skills inventory are utilized. The mid-term and final exams include selected questions from the quizzes.

b) Use of Technology and Information Systems

Use of email and Blackboard Learn is expected for receiving NAU, FCB or class information. Also, Microsoft Word, Excel, and PowerPoint and Internet will be used.

c) Collaborative or Team Activities

Professor discretion.

d) Projects

Professor discretion.

VI. Evaluation Tools & Grading System:

Evaluation inputs will include the use of quizzes on lecture, text and guest speaker content. A portion (minimum 20%) of the student's grade will be determined by written assignments regarding FCB Pathway events and personal assessment and skills inventory. A comprehensive final or mid-term and final covering some of the same or similar questions as on the quizzes must be given. At least 50% of the course grade must be based on individual assessments

VII. Course Readings & Materials:

Materials for this course should include a text. The text should be an undergraduate, freshmen level introduction to business with the functional areas. Many texts provide DVD's which may also be utilized. It is suggested instructors use web-sites to provide current event information or financial news. No other special or unique materials are required for this course. In addition, representatives from OAS, CDO, the Dean and other administrators are utilized to present related college information. Speakers will vary semester to semester but the course should include information about OAS, CDO services, our Mentoring Program, Pathways events, Internships Program, student organizations and the FCB requirements to qualify for the Professional Program major status.

VIII. Course Content, Class Outline, and/or Tentative Schedule:

a) Course Topics:

1. Economics: basics concepts and the importance to business.
2. Globalization: international trade, trading blocs and trends.
3. Business ethics and corporate social responsibility.
4. Marketing: basic concepts, (4 P's), public relations.
5. Management: current approaches, functions of management.
6. Accounting: purpose and the 3 basic financial statements.
7. Computer Information Systems: basic concepts, ERP, use in business.
8. Finance: corporate finance and securities markets.
9. FCB requirements for the professional program and the bachelor degrees.
10. FCB OAS and CDO for advising, internships and mentoring program.
11. FCB Pathway content from employers NAU and FCB. Varies by semester.

IX. Class Policies

a) Statement Regarding Academic Dishonesty:

A zero tolerance on cheating is upheld in this course. Plagiarism is a form of cheating. Penalties for materials that are turned in that have resulted from cheating and/or plagiarism vary with the instructor and range from students receiving zero credit for that material to a failing grade for the course and student names are reported to the FCB and the University.

B. **General Knowledge and Management Skills ***

Note: Definitions provided on next page.	Included In This class: Y/N	Describe Required Graded Work If Applicable (Include Both Exam And Non-Exam Work)	Indicate the extent to which the knowledge or skill area is represented in the course grade **
Written Communication	Y	At least 2 one-page reports	11- 25% (21%)
Oral Communication	N		0%
Ethical Understanding and Reasoning	Y		5%
Analytical Thinking	N		0%
Information Technology			
Interpersonal Relations and Teamwork	N		0%
Global and Environmental Awareness	Y	Part of 1 quiz	6-10% (6%)
Multicultural and Diversity Understanding	Y	Part of 1 quiz	6-10% (6%)
Reflective Thinking			
Application of Knowledge			

**Reflects AACSB 2013 Business Accreditation Standard 9.* The chart should not be included on the individual course syllabus. However, the minimum requirements as defined in this chart should be reflected in the course syllabus. The descriptions of graded work represent options for delivering the minimum requirement. However, a skill area may be included in the course, but not have a graded component (e.g. Students may work on an assignment in class as part of a team which may develop their understanding of group dynamics or analytical skills. But, they may be graded only on their understanding of the assignment topic—not on their group dynamic or analytical skills even though those skills may be developed).

** Minimal 2-5%....6-10%.....11-25%.....26-50%....51+% Extensive.

Note: Some areas may have 0% and the column total does not necessarily equal 100%

DEFINITIONS FOR GENERAL KNOWLEDGE AND MANAGEMENT SKILLS AREAS *

Oral and Written Communication Skills

Students learn to communicate effectively in written and oral formats for a variety of purposes, situations and audiences.

Ethical Understanding and Reasoning

Students identify ethical issues and address the issues in a socially responsible manner.

Analytical Skills

Students apply problem-solving processes, systems approaches and both qualitative and quantitative data analysis to solve organizational problems.

Information Technology

Students use current technologies in business and management contexts.

Interpersonal Relations and Teamwork

Students work effectively with others and in team environments.

Global and Environmental Awareness

Students learn to make decisions that reflect the variations in the external environment including political, legal, economic, governmental, cultural and technological issues around the world.

Multicultural and Diversity Understanding

Students learn to identify dimensions of cultural difference and be able to demonstrate cultural understanding and flexibility.

Reflective Thinking

The student is able to understand oneself in the context of society.

Application of Knowledge

Students translate knowledge of business and management into practice.

**Reflects AACSB 2013 Business Accreditation Standard 9*