

Intro to Business (HR)

BUS - 1010 001

Course Description

This is an introductory business course which will expose students in the diverse world of business, revealing how each of us is connected to business personally, professionally, and how business connects us culturally and socially. Students will learn how individuals function within a specific field and how various disciplines work together in cross functional teams.

Semester: All

Course Student Learning Outcomes

- Describe and analyze the economic and social importance of business in our economic system.
- Describe and analyze the importance of personal values and ethics in business settings, and the organizations' ethical values through corporate social responsibility.
- Explain the importance of business operations in the global environment and the challenges that impact global trade, such as political, cultural, and social differences between trade partners.
- Discuss the importance entrepreneurship and small business ownership, describe some key characteristics of entrepreneurial personalities and activities, and how any talent, skill or interest can be turned into an entrepreneurial opportunity.
- Describe the different forms of business organizations (sole proprietorship, partnership, corporation, and franchise), the way they are formed, and the advantages and disadvantages of each.

- Describe the difference between leadership and management, employee empowerment, functions of management, organization structure, and theories to explain the skills needed to function within the social web.
- Explain the different human interaction and motivational theories drawn from sociology and psychology, ways to motivate employees, and techniques to build self-managed teams.
- Describe human resource management, its regulatory systems, and the methods to find and retain the best employees, emphasizing the need for diversity in a multicultural society.
- Analyze the basics of business technology for online commerce, security challenges and the impact of new advancements in social networking and mobile technologies.
- Explain how marketing is a vital part of society and the economy, including the importance of building customer relationships, producing products and services, pricing and distributing products efficiently and competitively, and promoting products and services using integrated marketing communications.
- Explain the accounting function, including the types of accounting, financial statements, and key ratios to assess a company's financial health.
- Describe the ways to manage personal finances, as it relates to personal and social responsibility, as well as ways businesses manage financial resources through securities markets, money, and financial institutions.

Course Prerequisites

None

Engagement Plan

My teaching philosophy is that faculty to student interaction and student to student interaction is critical in your success in this course as well as persisting in your college goals.

My Interactions with you:

- **I post announcements.** If something is especially timely or important, I will also email it. But it's nice to have the record of what I've told our class in one place and also make sure I don't miss telling you information. I would like you to "Like" the announcement in Canvas so I know you saw it.
- **I leave feedback.** I grade within a week, but I also leave you feedback or encouragement individually most weeks. Usually, it will be in one assignment- in the worksheet, time management assignments, study groups, or e-portfolio assignments. If you see a chat icon in the grade book, it means I left a comment for you.
- **I am available for office hours.** Office hours are not scary. Do you just need to work through an idea? Want to discuss the finer points of a topic? Need help with your grade or a personal issue? I'm happy to discuss and help you with anything that could potentially affect your success in this course.
- **I respond to emails.** But that's a given, right? I mean, basic job function. If I don't respond to you within 48 hours, it's because it's collapsed into another email or disappeared. Follow up. I don't mind.
- **Class Discussions and Activities.** Attending and participating in class is an integral part of your education. It's a great time to ask questions and explore the material with multiple perspectives.
- **Guest Speaker.**
 - **Live Event. Todd Romer: FINANCIAL REBELLION - 5 Powerful Steps to Reach Your Dreams.Oct 8th 7:00-8:00 PM. HTC 231, and on Zoom.**

He recommends that you subscribe to his new free Financial Rebellion weekly newsletter that "helps you become smarter about money, investing and business in less than 10 minutes per week". Financial RebellionLinks to an external site.

Join Zoom Meeting[https://us06web.zoom.us/j/83094841805?](https://us06web.zoom.us/j/83094841805?pwd=MaKk8v7CTQqDqoopxl8JtQAAFrX91H.1)

[pwd=MaKk8v7CTQqDqoopxl8JtQAAFrX91H.1](https://us06web.zoom.us/j/83094841805?pwd=MaKk8v7CTQqDqoopxl8JtQAAFrX91H.1)Links to an external site.

Meeting ID: 830 9484 1805Passcode: 579378

Required Text or Materials

Title: Introduction to Business

Authors: Tim Broxholm

Publisher: McGraw Hill

For more information on textbook accessibility, contact Accessibility & Disability Services at ads@slcc.edu.

General Education Information

HR

This course fulfills the above requirement for the General Education Program at Salt Lake Community College. It is designed not only to teach the information and skills required by the discipline, but also to develop vital workplace skills and to teach strategies and skills that can be used for life-long learning.

General Education courses teach basic skills as well as broaden a student's knowledge of a wide range of subjects. Education is much more than the acquisition of facts; it is being able to use information in meaningful ways in order to enrich one's life.

While the subject of each course is important and useful, we become truly educated through making connections of such varied information with the different methods of organizing human experience that are practiced by different disciplines. Therefore, this course, when combined with other General Education courses, will enable you to develop broader perspectives and deeper understandings of your community and the world, as well as challenge previously held assumptions about the world and its inhabitants.

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	Early Course Feedback	Quiz	10
	End of Course Feedback	Quiz	10
	Introduce Yourself	Discussion	0

Due Date	Assignment Name	Assignment Type	Points
	Practice Submitting Assignments	Assignment	5
8/27/25	Introduce Yourself	Assignment	15
9/2/25	Course Orientation & Syllabus Quiz	Quiz	5
9/2/25	Module 1: Forces Affecting Business in Today's Dynamic Environment (Keybd Nav - Matching).	Assignment	10
9/2/25	Module 1: Stakeholders—So Much Is at Stake (iSeeit! Video Case).	Assignment	5
9/2/25	Registered for Connect 2.0	Quiz	1
9/2/25	Worksheet 1: Fundamentals of the Business World	Quiz	24
9/7/25	Online Survey and Reflection	Assignment	0
9/9/25	Module 2: Economics-Acing the Interview (Role Playing).	Assignment	25
9/9/25	Module 2: Forms of Competition (iSeeit! Video Case).	Assignment	5

Due Date	Assignment Name	Assignment Type	Points
9/9/25	Module 2: The Four Kinds of Free Markets (Keybd Nav - Worksheet).	Assignment	10
9/9/25	Worksheet 2: Fundamentals of Economics and Types of Markets	Quiz	36
9/16/25	Module 3: Ethics: Cell Phone Etiquette at Pro Bass (Role Play).	Assignment	25
9/16/25	Module 3: Manager's Hot Seat: Comparing Apples to Ethics	Assignment	5
9/16/25	Module 3: Socially Responsible Actions at Gluten Free Bars	Assignment	5
9/16/25	Worksheet 3: Acting Ethically and Socially Responsible	Quiz	39
9/23/25	Module 4: Culture and Trade: The International Landscape (Role Playing).	Assignment	25
9/23/25	Module 4: Electra Bikes (Video Case).	Assignment	5
9/23/25	Module 4: India's Comparative Advantage (Case Analysis).	Assignment	5

Due Date	Assignment Name	Assignment Type	Points
9/23/25	GE Signature Assignment-Career Research	Assignment	35
9/23/25	Worksheet 4: The Development of the Global Economy	Quiz	22
9/30/25	Module 5: Entrepreneurship: What's Your Bright Idea? (Role Playing).	Assignment	25
9/30/25	Module 5: Randy's Spray Foam Insulation Business (Case Analysis).	Assignment	5
9/30/25	Module 5: The Business Plan: A Roadmap to Success (iSeeit! Video Case).	Assignment	5
9/30/25	Worksheet 5: Entrepreneurship and Business Law	Quiz	39
10/7/25	Module 6: iSeeit!: Management, Leadership, and Leadership Styles	Assignment	5
10/7/25	Module 6: Management and Leadership Job-Shadowing Project (Role Playing).	Assignment	25

Due Date	Assignment Name	Assignment Type	Points
10/7/25	Module 6: SWOT Analysis (iSeeit! Video Case).	Assignment	5
10/7/25	Module 6: The Four Functions of Management in Action (iSeeit! Video Case).	Assignment	5
10/7/25	GE Signature Assignment-Progress Report	Assignment	20
10/7/25	Worksheet 6: Essentials to Leadership and Management	Quiz	29
10/14/25	Module 7: Management & Organizational Behavior: Elevate Airlines (Role Play).	Assignment	25
10/14/25	Module 7: Motivating Employees Beyond the Job Description (Case Analysis).	Assignment	10
10/14/25	Module 7: Organizational Structure (iSeeit! Video Case).	Assignment	5
10/14/25	Worksheet 7: Organizational Behavior	Quiz	34

Due Date	Assignment Name	Assignment Type	Points
10/21/25	Module 8: Human Resource Mgt: Solving Employee Problems @ Metal Labs (Role Play).	Assignment	25
10/28/25	Module 8: Human Resource Management: Solving Employee Problems at Metal Labs	Assignment	25
10/28/25	Module 8: Key Employment Laws (iSeeit! Video Case).	Assignment	5
10/28/25	Worksheet 8: Human Resources and Labor Relations	Quiz	25
11/4/25	Module 9: Consumer Buying Behavior (iSeeit! Video Case).	Assignment	5
11/4/25	Module 9: Dunkin' Donuts and the Four Ps (Video Case).	Assignment	10
11/4/25	Module 9: Market Research Data (iSeeit! Video Case).	Assignment	5
11/4/25	Module 9: The Marketing Process (Timeline).	Assignment	10
11/4/25	Career Research Paper Checklist	Quiz	15

Due Date	Assignment Name	Assignment Type	Points
11/4/25	GE Signature Assignment-Career Research Paper	Assignment	100
11/4/25	Worksheet 9: Intro to Marketing.	Quiz	24
11/11/25	Module 11: Determining Costs (iSeeit! Video Case).	Assignment	10
11/11/25	Module 11: FedEx (Video Case).	Assignment	10
11/11/25	Module 11: Product and Price Strategies- Vending Ventures (Role Playing).	Assignment	25
11/11/25	GE Signature Assignment Reflection	Assignment	20
11/11/25	Worksheet 11: Pricing and Distribution	Quiz	17
11/18/25	Module 10: Eco-Friendly Products (Video Case).	Assignment	5
11/18/25	Module 10: Steps in Developing New Products (Click and Drag).	Assignment	10
11/18/25	Module 12: Leo Burnett (Video Case).	Assignment	5

Due Date	Assignment Name	Assignment Type	Points
11/18/25	Module 12: The 4 Ps of Marketing: Frondescence Food Truck (Role Playing).	Assignment	25
11/18/25	Worksheet 10/12: Product and Promotional Mix	Quiz	26
11/25/25	Module 13: Accounting & Financial Ratios: Expanding the Vintage Lily (Role Play).	Assignment	25
11/25/25	Module 13: Accounting and Financial Ratios: Expanding the Vintage Lily	Assignment	25
11/25/25	Module 13: Accounting and Financial Statements (iSeeit! Video Case).	Assignment	5
11/25/25	Worksheet 13: Accounting and Financial Statements	Quiz	29
12/9/25	Module 14: Budgets and Forecasts (iSeeit! Video Case).	Assignment	5
12/9/25	Module 14: Core Components of Finance and Banking	Assignment	0

Due Date	Assignment Name	Assignment Type	Points
12/9/25	Module 15: Charles Schwab (Video Case).	Assignment	5
12/9/25	Module 15: Securities and Investing: Making Money to Move Out	Assignment	25
12/9/25	Module 15: Stocks and Bonds (iSeeit! Video Case).	Assignment	5
12/9/25	Worksheet: 14/15 Finance, Banking, Securities and Investments	Quiz	45
12/17/25	Final Exam- Taken In-Person	Quiz	100

Brief Description of Assignments/Exams

Attendance and Participation: In this class, participation is more important than simply logging in or showing up.

For IN-PERSON courses, your participation will be rewarded through Role Play points. You must participate in activities, ask questions, add to the discussion or engage in some way to receive these points. You can complete the Role Plays on your own to make up the points. If attending class will hinder your success, I will help you move to an online version of the course.

Assignments: Assignments are housed in 2 places- in McGrawHill Connect and in Canvas. You will be responsible for making sure you complete all the work each week and can access both programs.

Worksheets: Each module there is a worksheet set up as a Canvas quiz. Use the powerpoint embedded in the instructions along with the text book to work through it. It

highlights the most important concepts and guides your learning.

Connect 2.0 Assignments: There are several assignments each week through Connect 2.0 that support the material in the text book and powerpoint.

Signature Assignment: The signature assignment consists for 4 parts to research a career of your choice.

- Part #1- Choose a career to research during the semester.
- Part #2- Progress report on this assignment. What have you done, what do you still need to do and a statement on how you will appropriately use AI or not use it.
- Part #3- A 5-page research paper on the career you've been researching. Must include 7 sources.
- Part #4- Reflection on what you learned and uploading the paper to your e-portfolio.

Final Exam: The final exam is a cumulative exam in Canvas and will be taken at the testing center or through an online proctor if you are out of state. Look to announcements for more information on this.

Grading Scale

93-100 % = A

90-92 % = A-

87-89 % = B+

83-86 % = B

79-82 % = B-

76-78 % = C+

73-75 % = C

69-72 % = C-

66-68 % = D+

63-65 % = D

59-62 % = D-

BELOW 59 % = E'

Grade Weight:

50% of the grade is made up of weekly work

50% of the grade is made up from the assessments - GE Signature assignment and the Final Exam

Academic Integrity

All work must be original to yourself.

You can use AI to study or to help with assignments. AI can only be cautiously used on the signature assignment, and will be outlined in Part 2 and approved by the instructor.

The final exam is proctored. You can bring 1 page of notes with you to the exam.

How to Navigate to Canvas

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements.

By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

For more information, navigate to the Institutional Policies tab on the [Institutional Syllabus](#) page.

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, visit the [Institutional Syllabus](#) page under the Tutoring and Learning Support tab. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, visit the [Institutional Syllabus](#) page under the Advising and Counseling Support Services tab. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)

Additional Policies

Late Work

It is important to turn work in on time. Late work creates additional stress and work for both the student and myself. To mimic paid time off in the work place, I will drop your three lowest or missing Connect scores and 1 worksheet score. As in the real work place, some critical aspects can't be missed. I do not drop any of the signature assignments, or the final. The study groups are participatory so only the initial studying can be made up.

This policy will accommodate any needs that arise throughout the semester such as being sick, vacations, unexpected life or family events.

Additionally, Canvas and McGrawHill are set up to accept late work with a 5% reduction per day, and Canvas maxes out at 70%. However, they don't always play nice. If the computer accepts a late assignment, then so will I. If it does not, please move forward in the class. The Role Plays do not ever allow for late work. I don't know why. I can't override the system, though I've tried. I will not reopen work in Connect.

You cannot miss the final. No work is accepted after the last day of class, regardless of late work policy.

Finals

You will take the exam during our finals time. If you cannot make that time, then you may schedule your final to be taken at a testing center.

There are virtual options for those who live outside the Salt Lake Valley, but the request has to be submitted a week prior to finals week. Do not procrastinate scheduling your exam.

SCHEDULE AN EXAM RESERVATION

- MySLCCLinks to an external site.
- Go to the 'Testing Services' tile card.
- If 'Testing Services' tile card is not found on your home page:
 1. Find 'Discover' using the icon at the top left or 'Discover More' at the very bottom of your home page.
 2. Type 'testing' in the search box.

3. Pin 'Testing Services' to MYSLCC home page.
- Select the 'Testing Services' tile card.
 - Select the relevant Testing Center to proceed to schedule your reservation.
 - Once in RegisterBlast:
 1. Select 'My Exams' on the top right of the page to see the exams for which the student may schedule.

<https://slcc.edu/testing/online-testing/index.aspx>Links to an external site.

Remote Proctoring for Students Outside Salt Lake Valley

If you have students who will be testing outside of the Salt Lake Valley, they must submit a proctor request to arrange testing with a different institution. Please note the following:

- Deadline to submit a proctor request:
Wednesday, December 10, 2025 by end of business day
(Submit at least one week before the first exam to allow time for processing.)
- Remote Proctoring Info & Request Form:
SLCC Remote Proctoring Information
- Missed Deadline Options:
Students may:
 - Make alternate arrangements with their instructor
 - Request a make-up exam
- Make-Up Exam Requests for Remote Students:
Email: testingservices@slcc.edu
 - Do not use RegisterBlast
 - Clearly state the request is for a remote student to help speed up processing

Important Reminders:

- All students—including those with accommodations or make-up exams—must schedule through "My Exams" in RegisterBlast.
- If you see a message saying you're not enrolled in the course, double-check that you're scheduling through "My Exams" and selecting the correct section number.

- If no exams appear under “My Exams,” please contact Testing Services at testingservices@slcc.edu for help.

Final Exam Instructions

Read carefully and in entirety before beginning the exam.

- You will have 120 minutes (or a DRC accommodation time) to take this exam. It is comprised of multiple choice questions.
- Once your time begins, the clock will run and then shut you out of the exam at time. You cannot leave and return to the exam.
- You may use 1 page of personal notes. Yes, front and back and in teeny tiny font/handwriting is fine.
- The professor and/or testing center will have the code to enter this exam.