**Introduction to Business**

**Sample Syllabus**

INSTRUCTOR INFORMATION

**Name**:  **Office Location**:  **Office Phone**:  **Email**:

**Tip:** Here's [a great website](https://www.stukent.com/course-startup-guides/) to add to your course syllabus that will help students access course materials, navigate the platform, and gain tips for success.

**Welcome to Introduction to Business!**

Whether you are thinking about entrepreneurship or about working for a company, this class is formed by introductory lessons to learn in these dynamic times. You will learn about the classic functions of a business as well as key topics and areas that are here to stay such as having a growth mentality, resilience, positive language, corporate social responsibility, sustainability, and setting up a digital presence.

This course will teach you new concepts, help you think critically, and allow you to apply knowledge through a number of valuable assignments and projects.

COURSEWARE AND SIMTERNSHIP

This course uses the digital “Introduction to Business” courseware and it can be accessed at [http://home.stukent.com](http://home.stukent.com/). The course will also use an online Simternship called “Introduction to Business,” which can be accessed from the same website.

The Simternship covers five topics, with 3-4 rounds for each topic: three for HR, three for supply chain, four for sales, three for marketing, and three for finance.  
It is important that you activate your Stukent account, which we will discuss in the first class.

LEARNING OUTCOMES

* Discuss the importance of all business functions and how they are interrelated
* Identify legal structures to start and the appropriate tools and concepts to sustain a business
* Evaluate the usefulness of concepts that empower mental growth, resilience, and emotional intelligence
* Identify the impact of ethics in business decisions and on stakeholders

GRADING POLICY  
The assessment and grading system is intended to reflect student learning and performance. Introduction to Business classes are generally large sections thus, the suggested grading focuses on reflecting that:

Assignments (14, one per chapter)  %   
Intro to Business Simternship %

First exam %

Midterm Exam  %  
Final Exam %

Attendance/ Participation %

**Sample Course Calendars**

*A word of advice:* You will notice the Simternship rounds are scheduled after covering the chapter that covers such topics. With that said, Simternships can also be scheduled at the same time a chapter is being covered. This could happen, for example, if you find yourself teaching in a short 5-week intensive term.

The Simternships can also be taken several times so students gain practice from repetition and trial and error. This has shown to be successful for instructors who use other Stukent Simternships.

We provide you with calendars for:

* a 15-week semester meeting biweekly,
* a 15-week semester meeting three times a week,
* a 5-week period (mini-terms/summer session), and
* an 8-week period (summer session).

A summary table correlating courseware chapters and Simternship rounds:

| **Courseware Chapter** | **Simternship Content** |
| --- | --- |
| Chapter 4  Hiring and Retaining People | Human Resources, 3 rounds |
| Chapter 6  Building a Strong Supply Chain | Supply Chain, 3 rounds |
| Chapter 7  Selling Value | Sales, 4 rounds |
| Chapter 8  Marketing the Business | Marketing, 3 rounds |
| Chapter 11  Financing the Business | Finance, 3 rounds |

***Biweekly Class Meeting Calendar – 15 weeks Semester***

*This calendar is for classes that meet twice a week for one hour and twenty minutes each session.*

*Sim = Simternship*

***\* Note*** *It is recommended that an assignment/exercise is assigned per chapter, due at the beginning of the next chapter*

| Week | Date | Topic | Content | Assignments due ***\*Note*** |
| --- | --- | --- | --- | --- |
| Week 1 | Date | Introduction to the class | Overview of syllabus, Simternship, courseware, and  Chapter 1 What is a Business |  |
| Week 2 | Date | Foundational Topics | Chapter 1 What is a Business |  |
| Date | Chapter 2 Thriving in Business | \* From Ch 1 |
| Week 3 | Date | Foundational Topics | Chapter 2 Thriving in Business |  |
| Date | Chapter 3 Communicating in Business | \*From Ch 2 |
| Week 4 | Date | Business Functions | Chapter 4 Hiring and Retaining People | \*From Ch 3 |
| Date | Chapter 4 Hiring and Retaining People |  |
| Week 5 | Date | Business Functions/  Exam | Chapter 5 Competing with Operations Management | \*From Ch 4  Sim HR rounds 1 and 2 |
| Date | First exam (Ch.1-4) |  |
| Week 6 | Date | Business Functions | Chapter 5 Competing with Operations Management | Sim HR round 3 |
|  | Chapter 6 Building a Strong Supply Chain | \*From Ch 5 |
| Week 7 | Date | Business Functions | Chapter 6 Building a Strong Supply Chain |  |
|  | Chapter 7 Selling Value | \*From Ch 6 |
| Week 8 | Date | Business Functions | Chapter 7 Selling Value | Sim Supply Chain rounds 1 and 2 |
| Date | Chapter 8 Marketing the Business | Sim Supply Chain round 3 |
| Week 9 | Date | Business Functions | Chapter 8 Marketing the Business | \*From Ch 7 |
| Date | Chapter 9 | Sim Sales rounds 1 and 2 |
| Week 10 | Date | Exam/  Business Functions | Mid-term or second exam (Ch.5-8) |  |
| Date | Chapter 9 Setting up a Digital Presence | \*From Ch 8 |
| Week 11 | Date | Business Functions | Chapter 9 Setting up a Digital Presence | Sim Sales rounds 3 and 4 |
| Date | Chapter 10 Accounting the Business | \*From Ch 9 |
| Week 12 | Date | Business Functions | Chapter 10 Accounting the Business | Sim Marketing round 1 and 2 |
| Date | Chapter 10 Accounting the Business | Sim Marketing round 3 |
| Week 13 | Date | Business Functions | Chapter 11 Financing the Business | \*From Ch 10 |
| Date | Chapter 11 Financing the Business |  |
| Week 14 | Date | Business Functions | Chapter 12 Managing and Leading for Success | Sim Finance rounds 1 and 2 |
| Date | Chapter 12 Managing and Leading for Success | \*From Ch 11  Sim Finance round 3 |
| Week 15 | Date | Business Functions | Chapter 13 Understanding the Economy | \*From Ch 12 |
| Date | Chapter 14 Leading with Information Systems |  |
|  | Date | Exam | Final exam (cumulative or only the last chapters) |  |

***Three times a week meeting calendar – 15 weeks Semester***

*This calendar is for classes that meet twice a week for one hour and twenty minutes each session.*

*Sim = Simternship*

***\* Note*** *It is recommended that an assignment/exercise is assigned per chapter*

| Week | Date | Topic | Content | Assignments due ***\*Note*** |
| --- | --- | --- | --- | --- |
| Week 1 | Date | Introduction to the class | Overview of syllabus, Simternship, and courseware  Chapter 1 What is a Business |  |
| Date | Chapter 1 What is a Business |  |
| Week 2 | Date | Foundational Topics | Chapter 1 |  |
| Date | Chapter 2 Thriving in Business | \*From Ch 1 |
|  | Chapter 2 Thriving in Business |  |
| Week 3 | Date | Foundational Topics | Chapter 3 Communicating in Business | \*From Ch 2 |
| Date | Chapter 3 Communicating in Business |  |
|  | Chapter 4 Hiring and Retaining People |  |
| Week 4 | Date | Business Functions | Chapter 4 Hiring and Retaining People | \*From Ch 3 |
| Date | Chapter 5 Competing with Operations Management |  |
| Date | Chapter 5 Competing with Operations Management | \*From Sim HR rounds 1 and 2m Ch 4 |
| Week 5 | Date | Business Functions | Chapter 5 Competing with Operations Management | Sim HR round 3 |
| Date | Exam 1 (Ch 1-4) |  |
| Date | Chapter 6 Building a Strong Supply Chain |  |
| Week 6 | Date | Business Functions | Chapter 6 Building a Strong Supply Chain | \*From Ch 5 |
| Date | Chapter 6 Building a Strong Supply Chain |  |
| Date | Chapter 7 Selling Value | Sim Supply Chain rounds 1 and 2 |
| Week 7 | Date | Business Functions | Chapter 7 Selling Value | \*From Ch 6 |
| Date | Chapter 7 Selling Value | Sim Supply Chain round 3 |
| Date | Chapter 7 Selling Value |  |
| Week 8 | Date | Business Functions | Chapter 8 Marketing the Business | \*From Ch 7  Sim Sales rounds 1 and 2 |
| Date | Chapter 8 Marketing the Business |  |
| Date | Chapter 8 Marketing the Business | Sim Sales rounds 3 and 4 |
| Week 9 | Date | Business Functions | Chapter 9 Setting up a Digital Presence | \*From Ch 8 |
| Date | Chapter 9 Setting up a Digital Presence | Sim Marketing rounds 1 and 2 |
| Date | Chapter 9 Setting up a Digital Presence |  |
| Week 10 | Date | Business Functions | Exam 2 (Ch 5-8) |  |
| Date | Chapter 10 Accounting the Business | Sim Marketing round 3 |
| Date | Chapter 10 Accounting the Business |  |
| Week 11 | Date | Business Functions | Chapter 10 Accounting the Business | \*From Ch 9 |
| Date | Chapter 10 Accounting the Business |  |
| Date | Chapter 11 Financing the Business | \*From Ch 10 |
| Week 12 | Date |  | Chapter 11 Financing the Business |  |
| Date | Chapter 11 Financing the Business | Sim Finance rounds 1 and 2 |
| Date | Chapter 12 Managing and Leading for Success | \*From Ch 11  Sim Finance round 3 |
| Week 13 | Date | Business Functions | Chapter 12 Managing and Leading for Success |  |
| Date | Chapter 12 Managing and Leading for Success |  |
| Date | Chapter 12 Managing and Leading for Success | \*From Ch 12 |
| Week 14 | Date | Business Functions | Chapter 13 Understanding the Economy |  |
| Date | Chapter 13 Understanding the Economy |  |
| Date | Chapter 13 Understanding the Economy |  |
| Week 15 | Date | Business Functions | Chapter 14 Leading with Information Systems | \*From Ch 13 |
| Date | Chapter 14 Leading with Information Systems |  |
| Date | Chapter 14 Leading with Information Systems | \*From Ch 14 |
|  | Date | Exam | Exam 3 (cumulative or over the last chapters) | | |

***Five-week Meeting Calendar (i.e., Summer or Intensive Terms)***

This calendar is for classes that meet twice a week for one hour and twenty minutes each session.

Sim = Simternship

***\*Note*** It is recommended that an assignment/exercise is assigned per chapter

| Week | Date | Topic | Content | Assignments due ***\*Note*** |
| --- | --- | --- | --- | --- |
| Week 1 | Date | Introduction to the class  Foundational Topics | Overview of syllabus, Simternship, and courseware  Chapters:  1 What is a Business,  2 Thriving in Business, and  3 Communicating in Business | \*From Ch 1 and 2 |
| Week 2 | Date | Business Functions | Chapters:  3 cont.,  4 Hiring and Retaining People, and  5 Competing with Operations Management | \*From Ch 3, 4,and 5  Sim HR rounds 1-3 and Supply Chain rounds 1-3 |
| Week 3 | Date | Exam  Business Functions | Exam 1 (Ch 1 – 4)  Chapters:  6 Building a Strong Supply Chain, and  7 Selling Value  8 Marketing the Business, | \*From Ch 6 and 7  Sim Sales rounds 1-4 |
| Week 4 | Date | Exam  Business Functions | Exam 2 (Ch 5 – 8)  Chapters:  9 Setting up a Digital Presence, and  10 Accounting the Business  11 Financing the Business, and | \*From Ch 8, 9, and 10  Sim Marketing rounds 1-3 |
| Week 5 | Date | Exam  Business Functions | Chapters:  12 Managing and Leading for Success  Chapter 13 Understanding the Economy  Chapter 14 Leading with Information Systems  Exam 3 (cumulative or over the last few chapters) | \*From Ch 10, 11, and 12  Sim Finance rounds 1-3 |

***Eight-week Meeting Calendar (i.e., Summer or Intensive Terms)***

This calendar is for classes that meet twice a week for one hour and twenty minutes each session.

Sim = Simternship

***\*Note*** It is recommended that an assignment/exercise is assigned per chapter

| Week | Date | Topic | Content | Assignments due ***\*Note*** |
| --- | --- | --- | --- | --- |
| Week 1 | Date | Introduction to the class  Foundational Topics | Overview of syllabus, Simternship, and courseware  Chapters:  1 What is a Business  2 Thriving in Business |  |
| Week 2 | Date | Business Functions | Chapters:  3 Communicating in Business  4 Hiring and Retaining People | \*From Ch 1 and 2  Sim HR rounds 1-3 |
| Week 3 | Date | Business Functions/ Exam | Exam 1 (Ch 1 – 4)  Chapter:  5 Competing with Operations Management | \*From Ch 3 and 4 |
| Week 4 | Date | Business Functions | Chapters:  6 Building a Strong Supply Chain, and  7 Selling Value | \*From Ch 5  Sim Supply Chain rounds 1-3 |
| Week 5 | Date | Business Functions | Chapters:  8 Marketing the Business  9 Setting up a Digital Presence | \*From Ch 6 and 7  Sim Sales rounds 1-4 |
| Week 6 | Date | Business Functions/ Exam | Exam 2 (Ch 4 – 8)  Chapter:  10 Accounting the Business | \*From Ch 8 and 9 |
| Week 7 | Date | Business Functions | Chapter:  11 Financing the Business  12 Managing and Leading for Success | \*From Ch 10  Sim Marketing rounds 1-3 |
| Week 8 | Date | Business Functions/ Exam | Chapter 13 Understanding the Economy  Chapter 14 Leading with Information Systems  Exam 3 (Ch 9-12 or cumulative) | \*From Ch 11, and 12  Sim Finance rounds 1-3 |