

**LAKE AREA TECHNICAL INSTITUTE  
MARKETING/MANAGEMENT/SALES  
SYLLABUS**

**Course:** BUS 101 – Introduction to Business

**Credits:** 3

**Course Description:** Introduction to Business covers all the basic material and principles of business in a changing world and introduces real-world examples of today's environment.

**Required Text:** *Introduction to Business*, Madura, South-Western Publishing, third edition

**Course Objectives:** By the end of the course, students should have:

- A broad perspective from which to relate to today's world of business.
- The understanding of the key terms used in business today.
- Recognize that many will work in a small business, not a Fortune 500 company.

**Course Policies:** Attendance and participation are required. If a student misses in excess of five class hours, he/she will be dropped from class. Students are responsible to read the assigned chapters before class. In-text study guides are at the end of each chapter and students will answer the questions in class to prepare them for the quizzes. Quizzes will be given at the end of each chapter; students will have two weeks to make up any missed quizzes.

Each student will complete two research topics chosen from a list provided to you by your instructor. Students must be prepared to present these orally to the class and hand in a two-page typed copy to their instructor. Be sure to follow the schedule to avoid a 10 percent penalty.

Students will participate in an online stock market game, where you to invest in stocks, change the composition of your stock portfolio over the semester, and monitor how the market value of your portfolio changes on a weekly basis. Students will need a folder to put their weekly printouts in and will report the changes in their portfolios to the class.

No incompletes will be given in this class; you will be expected to have all work done and handed in by the last day of class.

**Grading Scale:** A = 94%-100%    B = 87%-93%    C = 80%-86%    F = below 80%

Quizzes..... 40 points each  
Research topics..... 25 points each  
Stock Market Game..... 100 points