



**BUSA 1110 Introduction to Business Section Name Section Credit Hours Credits**  
**Syllabus**

## Course Information

**Meeting times and location:** section meeting\_times section location

**Catalog description:** Fundamental concepts and terminology of business including areas such as management, marketing, accounting, economics, personnel, and finance; and the global environment in which they operate.

**Terms offered:** All Semesters

**Section-specific Course Description:**

## Course Level Objectives

Upon successful completion of the course, the student should be able to:

1. Explain how business and entrepreneurship affect the quality of life and the world around us.
2. Explain the characteristics of the different forms of business ownership (corporation, partnership, sole proprietorship).
3. Perform basic stakeholder analysis concerning accountability, ethics and social responsibility of business.
4. Demonstrate knowledge of the various dimensions of the business environment including; political and legal, socio-cultural, environmental issues, diversity, economic, technological, and global.
5. Describe the purpose and functions finance, operations, marketing, management, accounting and information systems.
6. Demonstrate basic skills such as use of common business terminology, information search skills, presentation skills, writing skills and team skills.

7. Explain how current trends and concepts affect business organizations.
8. Demonstrate knowledge in marketing activities as they relate to business and consumer.
9. Describe human resource management and explain how managers plan for the organization's human resource needs.
10. Explain the importance of accounting information and measurement systems in today's business.

## Required Texts and/or Materials



**Connect Master 2.0**  
Introduction to Business  
McGraw Hill Publishing  
2021

You can access the etextbook and CONNECT through our course in Canvas.

This inclusive access is an electronic textbook, readable on a variety of internet accessed devices (laptop, tablet, smartphone, etc.). The publisher does not offer students a print version of this book.

## Required Technology and Software

- Canvas
- Chrome, Safari, or Firefox

## Course Requirements

Please note: Specific learning activities and expectations vary by instructor and course format. Please consult with your individual instructor for further details.

In this class, you will:

1. Engage with course material through regular reading, research, and writing such as memos, reports, case studies, and other business documents. Students may also engage with course material through in class or video presentations.
2. Participate in group tasks, exercises, and interactive activities that complement one or more learning outcomes of the course and help to internalize the course material.

3. Participate in peer-to-peer interactions (e.g., discussions), allowing you to exercise critical reasoning, reflection, and communication skills while engaging with multiple perspectives.
4. Check understanding through formal assessments (chapter quizzes or exams).
5. Apply course concepts to "real world" contexts through various activities in class, Canvas and Connect.

Unless otherwise noted, any electronic documents submitted in Canvas must be compatible with PC operating systems (e.g., .doc, .docx, .pdf, etc.). Please do NOT submit .pages or .key files.

Please refer to individual course syllabi for further details regarding course activities, requirements, and expectations.

## Other Classroom Policies and Expectations

You are rising professionals with valuable contributions to share with this class. This is a space to explore, grown, and challenge ideas and understandings. To facilitate this, please: "show up" and be prepared; evaluate ideas and multiple perspectives (including your own) critically; be respectful toward and considerate of each other (even in moments of disagreement); be responsible scholars (please review and abide by the college academic honesty policy); and actively participate in the learning process.

Specific policies regarding classroom/online participation, late work, extra credit, etc.vary by instructor and course format. Please consult individual course syllabi for further details.

## Grading

Final grades are calculated based on course activities and assessments and vary by instructor. Please consult individual course syllabi for details.

Letter grades are based on the following percentages:

90-100% = A

80-89.99% = B

70-79.99% = C

60-69.99% = D

< 60% = F

## Course Time Commitment

Specific weekly course time commitments vary by course duration (e.g., a 6-week, 8-week, or 16-week format). Please consult individual course syllabi for specific expectations.

However, in general for SJC courses students should expect to spend considerable time reading and studying as well as completing assignments each week. The standard for 16 week courses is 6-9 hours outside of class for a 3-credit face to face course and 9-12 hours per week for online courses. (Double the time per week for 8 week courses.)

## Canvas Participation and Expectations

As noted, your consistent participation is critical for your success. Plan to log in to Canvas regularly. Specific Canvas policies and expectations vary by instructor and course format. Please consult individual course syllabi for further details.

## Participation and Attendance Policy

Consistent participation is linked to academic success; therefore, it is in your best interest to participate regularly throughout the semester and stay in communication with your instructor. Specific participation and attendance policies vary by instructor and course format. Please consult individual course syllabi for further details.

## Instructor Response Times & Regular Interaction Expectations

Students can expect to receive a reply to emails/Canvas messages within 24 hours during the week and on the first work day following a weekend or holiday. Student Hours are offered on a regular schedule each week (in person and/or via Zoom) and students may also schedule appointments, if those set times don't work.

Students can expect exams and labs to be graded and scores posted within a week of the unit/assignment deadline. Online classes can expect weekly messages or announcements via Canvas. Manual or rubric feedback will be provided directly on your exams, discussions, and assignments, as appropriate for that assignment.

Specific communication preferences and policies vary by instructor. Please consult individual course syllabi for further details.

# Key Dates to Remember

[Full Academic Calendar](#)

## Course Schedule

Course schedules vary by instructor and course duration, and are subject to change at instructor discretion. Please consult individual course syllabi for details.

However, you can expect to cover the following topics through your course:

- Fundamentals of the Business World
- Acting Ethically & Socially Responsible
- Economics & Types of Markets
- Development of Global Economy
- Entrepreneurship
- Accounting & Financial Statements
- Core Components of Finance & Banking
- Securities, Investing & Financial Literacy
- Essentials of Leadership & Management
- Operations Management
- Human Resources Management & Labor Relations
- Organizational Behavior
- Introduction to Marketing

## Technical Support

Technical support is available through the San Juan College Help Desk 24/7/365. The help desk can be reached at 505-566-3266 or by creating a ticket at [San Juan College Help Desk](#).

For password reset and Canvas support, visit the [Student Technology Guide](#) website.

# Accessibility/Privacy Policies for all Technology Tools Used

[Accessibility/Privacy Policies for all Technology Tools Used](#)

## Student Support

At San Juan College, we are committed to supporting your academic success and overall well-being. We recognize that college life can be challenging and stressful, impacting both learning and personal health. We are here to help you succeed.

### **Academic Support and Resources**

We provide a range of academic support services to help you stay on track on your educational journey. Free resources include tutoring, computer loans, life skills workshops, and so much more. Visit the [Academic Support and Resources](#) webpage to learn more about support and resources available through Academic Advising, the Tutoring Center, the Student Resource Center (formerly Student Achievement Center) and the Testing Center.

### **Student Support and Resources**

If you or someone you know could benefit from counseling, accessibility services, career exploration, veteran transitional assistance, or any of our other support services, visit the [Student Support and Resources](#) webpage where you'll find detailed information about various resources available to you as an SJC student.

We encourage you to take advantage of these free resources to enhance your college experience and ensure your success.

## College Policies and Resources for Current Students

The [Student Handbook](#) provides information on student support, student organizations, and student conduct policies at San Juan College.

The San Juan College catalog outlines the [Academic Policies](#) students need to know.

## Healthy and Safe Practices for Being on Campus

We want a healthy and safe campus for students, faculty, staff, and guests.

### **Contagious diseases and your responsibility:**

If you have COVID-19 symptoms, fever, flu or even the common cold, you should stay home. Do not come to campus if you are feeling sick. Contact your instructor about missing class (and review your instructor's policies on missed or late work). Being sick does not necessarily excuse you from completing your work on time.

### **Safety on campus and your responsibility:**

If you are on campus and experience or witness an emergency, call 9-1-1 first and then the Department of Public Safety at 505-566-3333 (or just 3333 if calling from a campus phone).

When you are on campus, be aware of your surroundings. If you need an escort to your vehicle, call 505-566-4444 (DPS non-emergency line) or 505-215-3091 (officer on duty line).

The College will send information for campus emergencies through SJC AlertAware, email and the webpage. Stay informed and stay safe.

## **Inclement Weather Information**

Students will receive notification of class delays and cancellations due to inclement weather via the SJC AlertAware and SJC student email. Face-to-face classes will not meet in person; however, students are advised to check with instructors about alternative meeting options, as some may choose to meet via zoom. Hybrid classes will meet as scheduled via zoom. For questions regarding your class delay or cancelation, please contact your instructor.

## **Online Course Fee**

Online Courses - San Juan College requires all online courses to include some form of assessment to demonstrate the mastery of course objectives. This could include exams, capstone projects, e-portfolios, presentations, final papers or other appropriate assessments. The use of a proctoring platform, plagiarism detection software or other method to ensure that assessments are completed by the enrolled student is required.

A course fee of \$5.00 is assessed for all online courses at San Juan College to cover the cost of the above services. Students who are required to take a proctored exam and choose to use a physical testing center outside the SJC Testing Center or SJC Disability Services will be responsible for the cost of using that center.