



Syllabus: BUS 100-2 Introduction to Business

Course Information

Course Title: BUS 100-2 Introduction to Business (Online with Zoom)

Course Prefix/Number: BUS 100-2

Semester: Fall 2025

Class Days/Times: Tuesday/Thursday, 5:30 PM – 6:30 PM (Zoom)

Credit Hours: 3 credit hours

Instructor Information

Name: Arron Julian

Phone/Voice Mail: 760-920-8900

E-mail: ajulian@tocc.edu

Office location: Online

Office hours: By appointment

Course Description

Students will analyze how ethical principles can be applied to decision-making in business and industry settings. This includes examining moral issues, ethical frameworks, personal values, workplace standards, social, religious, and cultural values, as well as the legal ramifications of action and inaction, and the role of technology in shaping workplace culture.

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Student Learning Outcomes

BUS 100: Introduction to Business – Course Learning Outcomes (CLOs)

- **CLO1** Discuss the historical and contemporary aspects of the private enterprise system, including the related economic environments in the United States, international business, social responsibility, and business ethics.
- **CLO2** Analyze the structure of American business, emphasizing the forms of business ownership, entrepreneurship, small business operations, business financing, and total quality management.
- **CLO3** Describe the principles of managing organizations, people, and production, including the management of internal organizations, operations, human resources, effective teamwork, business communication, and labor management relations.
- **CLO4** Describe the principles of marketing management, including customer satisfaction, product and pricing strategies, distribution strategy, and promotion strategy.
- **CLO5:** Explain business information systems and accounting procedures.
- **CLO6** Explain the principles of financing in the private enterprise system, focusing on financial management principles, the operations of financial institutions, and an overview of the securities markets.

Course Structure

This course will meet via Zoom on Tuesday and Thursday evenings. Students will engage in a combination of lectures, group discussions, breakout room activities, and online learning through Canvas discussion boards. Written assignments and discussion boards will be due weekly by Sunday at 11:59 PM MST.

Course Learning Materials and Textbook Information

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Textbook: *Introduction to Business* (Open Educational Resource, OpenStax.org).

Materials: Reliable internet connection, Zoom access, and word-processing software.

Courses Outline and Important Dates

Weekly Structure:

- **Zoom Meetings:** Tuesday and Thursday, 5:30 PM – 6:30 PM (MST)
- **Weekly Reading Assignments:** *Introduction to Business* (OpenStax.org)
- **Weekly Discussion Boards:** Initial post and two peer replies due each Sunday by 11:59 PM MST

Course Outcomes:

By the end of the course, students will be able to:

1. Analyze leadership theories and their application in organizational settings.
 2. Apply ethical principles to decision-making in diverse contexts.
 3. Evaluate organizational culture and its impact on performance.
 4. Demonstrate effective communication through discussion boards, presentations, and written assignments.
 5. Integrate research and practice into projects addressing real-world leadership challenges.
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Policies and Expectations (organized around SCAC's ARROW framework – accountability, respect, resilience, openness, and wisdom)

Accountability: (defines grade expectations and accountability for coursework; emphasizes students' responsibility for original work and proper citation; stresses punctuality, participation, and consequences of absences)

Evaluations and Grading & Assignments

Grading Scale:

- 90 and above = A
 - 80–89 = B
 - 70–79 = C
 - 60–69 = D
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- Under 60 = Failing

Grade Breakdown:

Category	Description	Weight
Weekly Discussion Boards	Ten discussion posts (Weeks 1–10). Students must submit one initial post and two peer replies. Evaluated on depth, clarity, and use of course materials.	60%
Final Reflection Paper	A culminating paper reflecting on leadership growth, lessons learned, and application of outcomes.	30%
Participation (Zoom Sessions)	Attendance, contributions, and professionalism in live sessions and breakout groups.	10%

Summary of Weights:

- Discussion Boards: 60%
 - Final Reflection Paper: 30%
 - Participation: 10%
- Total = 100%**

SCAC General Education Learning Outcomes

- **Apache Wisdom:** Students will learn from the teachings carried on from Apache elders and community leaders, appreciating their unique history, language, and culture as strengths for academic and career growth.
- **Critical Thinking:** Students will evaluate evidence, consider diverse perspectives, and synthesize ideas to engage in broader discussions and problem-solving.
- **Communication:** Students will practice oral and written expression, organizing ideas effectively, and integrating sources in accordance with appropriate academic standards.
- **Environmental Literacy:** Students will understand their connection to cultural, social, and global systems and assess strategies for sustainability.

Policies and Expectations

Attendance Policy

You are expected to arrive at class on time and be prepared to participate in each class period. Four unexcused absences may result in withdrawal, and a “W” or “Y” will be recorded. You may request to be excused from class for religious observances and practices, for illness, for school or

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work-related travel, or for a personal or family emergency. If you will be absent, please notify the instructor as soon as possible. Attending a Zoom class is required to be counted as expected.

Academic Integrity

Violations of scholastic ethics are considered serious offenses by San Carlos Apache College. Students may consult the SCAC Student Handbook sections on student code of conduct, on scholastic ethics, and on the grade appeal procedure.

All work done for this class must be your own or the original work of your group. While you may discuss assignments with other class members, the final written project must clearly be original. You may use work from books and other materials if it is properly cited.

Faculty/Student Communication

Faculty will respond to student communication within 24 hours (excluding weekends and closures). Online instructors will check Canvas at least three times weekly, providing feedback on posts and monitoring student progress.

Course Feedback

Assignments will typically be graded within one week of submission. Students may request conferences at any time, and quarterly grade reports will be shared via Canvas, email, or in person.

Incomplete Policy

An Incomplete (I) grade may be granted if:

1. The student complies with the attendance policy.
2. Unavoidable circumstances prevent completion.
3. At least 75% of the course must be completed with a grade of “C” or better.
Work must be completed by the ninth week of the following semester, or the “I” becomes an “F.”

Instructor Withdrawals

Students who have missed four consecutive classes (or the equivalent), or have not submitted any assignments nor taken any quizzes by the 45th day census report, due on [date of 45th day found in Academic Calendar on SCAC website], are assumed NOT to be participating in the class and may be withdrawn at the faculty member’s discretion.

Student Withdrawals

Students may withdraw from class at any time during the first 2/3 of the semester without instructor permission and without incurring any grade penalty. Please be sure to withdraw yourself by the [withdrawal deadline date found in the Academic Calendar on SCAC website] if you do not expect to complete the class; otherwise, you may receive an “F” grade.

Exceptional Withdrawals (Y Grade)

A “Y” grade is an administrative withdrawal issued only under documented exceptional circumstances.

RESPECT (Establishes a respectful learning environment free from discrimination; promotes a safe and inclusive campus).

Equal Access Statement/Disability Accommodations

San Carlos Apache College seeks to provide reasonable accommodations for qualified individuals with disabilities. The College will comply with all applicable regulations and guidelines with respect to providing reasonable accommodations as required to ensure an equal educational opportunity. This process includes self-identifying as a student with a disability, providing supporting documentation of their disability, and being approved for services through the Disability Resources Office (DRO). It is the student’s responsibility to inform their instructor(s) of their specific needs within the context of each class to receive appropriate accommodations. We will work together to develop an accommodation plan specifically designed to meet the individual student’s requirements.

For more information or to request academic accommodations, please get in touch with Anthony Osborn, TOCC Disabilities Resource Coordinator, at aosborn@tocc.edu or 520-383-0033 for additional information and assistance.

Title IX

San Carlos Apache College encourages each student to have the knowledge and skills to be an active bystander who intervenes when anyone is observed being harassed or endangered by sexual violence. Sexual discrimination and sexual violence can undermine students’ academic success and quality of life on campus and beyond. We encourage students who have experienced

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or witnessed any form of sexual misconduct to talk about their experience and seek the support they need.

Conduct: Bias, Bullying, Discrimination, and Harassment

San Carlos Apache College faculty and staff are dedicated to creating a safe and supportive campus environment as a core value. Harassment based on age, class, color, culture, disability and ability, ethnicity, gender, gender identity and expression, immigration status, marital status, political ideology, race, religion/spirituality, sex, sexual orientation, and tribal sovereign status will not be tolerated.

RESILIENCE (Supports students facing unavoidable circumstances and recognizes hardships, while setting academic expectations).

Incomplete Policy

Incomplete (I) grades are not awarded automatically. The student must request an "I" from the instructor, who can choose to award an Incomplete only if all three of the following conditions are met:

1. The student must comply with the attendance policy.
2. The student must have an unavoidable circumstance that would prohibit the student from completing the course.
3. The student must have completed over 75% of the course requirements with at least a "C" grade.

Incompletes are not a substitute for incomplete work due to frequent absences or poor academic performance. Incomplete grades that are not made up by the end of the ninth week of the following semester will be automatically changed to an F if the agreed-upon work, as stipulated on the written form signed by the instructor and the student when the I grade is awarded, is not completed.

Special Withdrawals (Y) Grade

The "Y" grade is an administrative withdrawal given at the instructor's option when no other grade is deemed appropriate. Your instructor must file a form stating the specific rationale, with documentation, for awarding this grade. "Y" grades are discouraged since they often affect students negatively. Your instructor will not award a "Y" grade without a strong reason.

OPENNESS (Encourages open discussions between students and faculty and provides transparency about expectations and learning methods)

Courses Outline and Important Dates

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[Weekly structure, reading assignments, class projects, due date, exams, etc. Details regarding assignments, exams, projects with due dates, and any instructions for work. Make sure that you have one or more learning activities in the calendar/schedule that address each outcome. An activity can address more than one outcome.)

Faculty/Student Communication

A faculty member will respond to a student's communication within 24 hours of receiving the communication, excluding weekends and college closures. If a course is online, a faculty member will log in to their Canvas classroom a minimum of three times per week, spread evenly throughout the week, and respond to any discussion posts and check on student progress in the course.

Course Feedback:

All assignments will be graded and returned to the students promptly, typically within a week after the assignment is closed for handing in. Email and phone messages will be returned within 24 hours. A student or the instructor may request a student conference at any time during the semester. Quarterly grade reports will be provided to each student, either in person, by email, or via the electronic system of Canvas.

WISDOM (Encourages evaluation, reasoning, and diverse perspectives; emphasizes organized and audience-aware expression, and promotes learning from elders and cultural teachings for personal and academic growth)

SCAC General Education Learning Outcomes

Apache Wisdom

Learning from the teachings carried on from Apache elders and other community leaders, students will appreciate their unique history, language, and culture as a source of strength for their personal, family, academic, and career aspirations.

Critical Thinking

Approach critical issues, problems, or questions using creativity and deductive reasoning, evaluating evidence, acknowledging diverse perspectives and contexts, and synthesizing one's own viewpoint into ongoing conversations and debates.

Communication

Effectively express ideas orally and in writing. Effective communication involves understanding one's audience, organizing thoughts clearly, acknowledging and integrating relevant outside sources, utilizing the latest technology, and adhering to the accepted writing and citation conventions of the specific discipline.

Environmental Literacy

Students will understand their connection to social, cultural, physical, and global environments. Students will consider and evaluate strategies for artistic, community, and global sustainability.

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Weekly Course Schedule – BUS 100-2 Introduction to Business

Week 1: Introduction to Business & Course Overview

- Topics: Course orientation, overview of the private enterprise system, role of business in society.
- Readings: OpenStax Ch. 1 *Exploring Business*.
- Assignments: Introductions on Discussion Board; DB Post #1 due Sunday.

Week 2: Business in a Global Environment

- Topics: International trade, globalization, trade agreements, and cultural considerations.
- Readings: Ch. 2 *Business Ethics and Social Responsibility* (sections on global perspectives).
- Assignments: DB Post #2 due Sunday.

Week 3: Business Ethics & Social Responsibility

- Topics: Ethical frameworks, corporate social responsibility (CSR), sustainability.
- Readings: Chapter 2, *Business Ethics and Social Responsibility*.
- Assignments: DB Post #3 due Sunday.

Week 4: Forms of Business Ownership & Entrepreneurship

- Topics: Sole proprietorships, partnerships, corporations, cooperatives; role of small business in the U.S.
- Readings: Chapter 3, “*Business in a Global Environment*,” and Chapter 4, “*Forms of Business Ownership*.”
- Assignments: DB Post #4 due Sunday.

Week 5: Entrepreneurship and Small Business Management

- Topics: Characteristics of entrepreneurs, starting a business, innovation, and business plans.
- Readings: Ch. 5 *Entrepreneurship: Starting and Managing Your Own Business*.

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- Assignments: DB Post #5 due Sunday.

Week 6: Management & Leadership

- Topics: Functions of management (planning, organizing, leading, controlling), leadership styles.
- Readings: Chapter 6, *Managing for Business Success*.
- Assignments: DB Post #6 due Sunday.

Week 7: Human Resource Management & Organizational Culture

- Topics: HR functions, diversity in the workplace, and organizational behavior.
- Readings: Ch. 7 *Recruiting, Motivating, and Keeping Quality Employees*.
- Assignments: DB Post #7 due Sunday.

Week 8: Operations Management

- Topics: Production systems, quality management, supply chain, lean operations.
- Readings: Chapter 8, *Operations Management in Manufacturing and Service Industries*.
- Assignments: DB Post #8 due Sunday.

Week 9: Marketing Fundamentals

- Topics: The marketing mix (product, price, place, promotion), consumer behavior.
- Readings: Ch. 9 *Marketing: Providing Value to Customers*.
- Assignments: DB Post #9 due Sunday.

Week 10: Pricing and Distribution Strategies

- Topics: Pricing models, channels of distribution, retailing, logistics.
- Readings: Ch. 10 *Product Development and Pricing Strategies* & Ch. 11 *Distribution and Promotion*.
- Assignments: DB Post #10 due Sunday.

Week 11: Business Information Systems

- Topics: Technology in business, management information systems (MIS), digital transformation.
- Readings: Ch. 12 *Using Technology to Manage Information*.
- Assignments: Short written reflection on the impact of technology on business.

Week 12: Accounting & Financial Information

- Topics include the Basics of financial statements, accounting principles, and managerial accounting.

- Readings: Ch. 13 *Accounting and Financial Information*.
- Assignments: Quiz on Accounting and Finance concepts.

Week 13: Financial Management & Securities Markets

- Topics: Capital structure, sources of financing, securities markets, investment basics.
- Readings: Chapter 14, *Managing Finances &* and Chapter 15, *Securities Markets*.
- Assignments: Mini-case study on business financing.

Week 14: Business in the Future & Emerging Trends

- Topics: Technology, globalization, sustainability, innovation, and Indigenous perspectives in business.
- Readings: Review relevant OpenStax chapters and supplemental articles provided by the instructor.
- Assignments: Draft outline of Final Reflection Paper due.

Week 15: Final Reflections and Integration

- Topics: Integration of course concepts, review of Apache Wisdom, and SCAC Learning Outcomes.
- Activities: Student-led discussions on lessons learned.
- Assignments: Final Reflection Paper due Sunday.

Week 16: Closing Circle & Course Wrap-Up

- Topics: Summary of business foundations, leadership insights, and preparation for future coursework.
- Activities: Zoom wrap-up session and final feedback circle.

Policies and Expectations

Attendance Policy

Students are expected to arrive on time and participate fully in class. Four unexcused absences may result in withdrawal, and a “W” or “Y” will be recorded. Excused absences include religious observances, illness, travel, or emergencies. Notify the instructor as soon as possible if you will be absent.

Academic Integrity

Violations of scholastic ethics are considered serious offenses. Students are expected to complete their own work, properly cite all sources, and adhere to the SCAC Student Code of Conduct.

Classroom Expectations

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1. Students are expected to come to class prepared, having completed all preliminary work as outlined in the course schedule.
2. Students are expected to remain in class and work diligently for the whole duration of each session. Sleeping or frequent/continued exiting during class time will constitute one (1) absence.
3. Cell phone use is not permitted during class unless specifically allowed by the instructor. Unauthorized use of cell phones is a violation of the T-So: son.
4. Late work will be accepted.
5. Failure to submit a project will result in a grade of zero (0). (Note: an “F” is better than a zero.)
6. No work will be accepted after the last class.

Classroom Behavior

- Visitors are only allowed in class sessions or on field trips with instructor approval. The student is responsible for the visitor’s safety and conduct.
- Possession of drugs, alcohol, or firearms on college property is strictly prohibited.
- Food and beverages are permitted in classrooms at the instructor’s discretion.
- Cell phones must be turned off during class unless approved for instructional purposes (calculator, research, internet).
- Students who create disturbances, interfering with the class or the learning environment of others, will be asked to leave the classroom.
- Student conduct expectations are further detailed in the SCAC Student Handbook.

Make-Up Policy

- Late assignments that can be made up will be accepted.
- Laboratories cannot be made up except in cases of official college closure.
- At the instructor’s discretion, extra-credit opportunities and optional activities may be available.