



湖北工业大学
HUBEI UNIVERSITY OF TECHNOLOGY

Course Title	Introduction to Business
Course Code	MGMT 1114
Semester	Summer 2025
Course Length	10 Weeks, 60 Contact Hours
Credits	4
Instructor	TBA
Office	TBA
Email	TBA
Prerequisite	N/A
Antirequisite	MGMT 1112 Introduction to Business (5 Weeks)

Course Description:

An overview of the forces within the business environment (i.e., globalization, economics, government, and society), and an introduction to the key functional areas within the firm, such as marketing, operations, accounting, finance, management, and human resources.

Course Goals:

Students who successfully complete this course will demonstrate competency in the following general education core goals:

- **Critical Thinking Skills** – Students will engage in analytical thinking, demonstrating the ability to critically evaluate, synthesize, and apply knowledge to complex problems, and construct well-reasoned solutions and arguments.
- **Independent Research and Inquiry** – Students will conduct independent research, utilizing academic resources to explore relevant topics, formulating research questions, analyzing data, and presenting findings in a coherent, scholarly manner.
- **Problem-Solving and Application** – Students will apply theoretical concepts and methodologies learned in the course to real-world problems, demonstrating the ability to develop practical solutions informed by academic inquiry.
- **Global and Cultural Awareness** – Students will gain awareness of the global and cultural contexts relevant to the course, appreciating diverse perspectives and considering the implications of their studies in a broader, international context.

Student Learning Outcomes:

Upon completion of this course, students will be able to:

- Explain and analyze the basics of the accounting function;
- Identify the importance of operations management to businesses;

- Describe and demonstrate decision-making skills in the marketing function;
- Describe the role and functions of a manager, and demonstrate management skills;
- Describe the function of human resource management;
- Distinguish among the primary functions within a business, (i.e., marketing, operations, human resources, accounting, and finance) and identify the interests and roles of key business stakeholders (i.e., employees, management, owners, and society).

Textbooks/Supplies/Materials/Equipment/ Technology or Technical Requirements:

Introduction to Business by Amit Shah, Carl McDaniel, and Lawrence J Gitman. OpenStax, 2018.

Course Requirements:

Class Participation and Attendance

Active participation in class discussions is essential for enhancing your learning experience and that of your peers. Attendance will be tracked, and students are expected to contribute to group activities, discussions, and in-class exercises.

Written Assignments

Throughout the term, you will be required to complete individual written assignments that apply course concepts to real-world business scenarios. These may include case study analyses, business reports, and reflective essays. Clear guidelines and grading rubrics will be provided for each assignment.

Midterm Exam

The midterm exam will assess your understanding of the key topics covered in the first half of the course. The exam format may include multiple-choice questions, short-answer questions, and case-based problems.

Group Project and Presentation

Students will work in teams to complete a group project focused on analyzing a real or hypothetical business. Teams will develop a business plan or strategic analysis and present their findings to the class. This project will test your teamwork, research, and presentation skills.

Final Exam

The final exam will be comprehensive, covering all the major topics discussed throughout the course. The exam format may include a mix of multiple-choice questions, essay questions, and case-based analysis.

Assessments: Activity	Percent Contribution
Class Participation and Attendance	10%
Written Assignments	25%
Midterm Exam	20%
Group Project and Presentation	15%
Final Exam	30%

Grading:

Final grades will be based on the sum of all possible course points as noted above.

Grade	Percentage of available points
A	94-100
A-	90-93
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	74-76
C-	70-73
D	64-69
D-	60-63
F	0-59

Course Schedule:

The schedule of activities is subject to change at the reasonable discretion of the instructor. Minor changes will be announced in class, major ones provided in writing.

MGMT 1114 Schedule		
Lecture	Topic	Readings
L1	Introduction to Business and the Business Environment	Chapter 1
L2	The Evolution of Business: Historical Perspectives	Chapter 1
L3	The Global Business Environment	Chapter 3
L4	Globalization: Opportunities and Challenges	Chapter 3
L5	Entrepreneurship: Characteristics and Importance	Chapter 4
	Written Assignment 1	
L6	Starting a Business: From Idea to Execution	Chapter 4
L7	Forms of Business Ownership: Sole Proprietorships, Partnerships, and Corporations	Chapter 5
L8	Franchising and Other Business Models	Chapter 5
L9	Management: Roles and Functions	Chapter 6
L10	Leadership Styles and Organizational Culture	Chapter 6
	Written Assignment 2	
L11	Organizational Structure and Design	Chapter 7
L12	Business Operations and Process Management	Chapter 7
/	Midterm Exam	/
L13	Human Resource Management: Recruitment and Training	Chapter 8
L14	Employee Motivation and Performance Management	Chapter 9
L15	Marketing Principles and the Marketing Mix	Chapter 10
L16	Consumer Behavior and Market Research	Chapter 11
	Written Assignment 3	
L17	Financial Management: Budgeting and Financial Planning	Chapter 14
L18	Accounting Basics: Financial Statements and Analysis	Chapter 14
L19	Operations and Supply Chain Management	Chapter 16
L20	Quality Control and Lean Management	Chapter 16
	Written Assignment 4	
L21	Business Ethics and Corporate Social Responsibility	Chapter 2
L22	Sustainability in Business: Environmental and Social Considerations	Chapter 14
L23	Innovation and Technology in Business	Chapter 13

	Written Assignment 5	
L24	Strategic Planning and Business Growth	Chapter 13
L25	Group Project Presentation	/
/	Final Exam	/

Accommodation Statement:

Academic accommodations may be made for any student who notifies the instructor of the need for an accommodation. It is imperative that you take the initiative to bring such needs to the instructor's attention, as he/she is not legally permitted to inquire. Students who may require assistance in emergency evacuations should contact the instructor as to the most appropriate procedures to follow.

Academic Integrity Statement

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters. The University reserves the right to take disciplinary action, up to and including dismissal, against any student who is found guilty of academic dishonesty or otherwise fails to meet the standards. Any student judged to have engaged in academic dishonesty in coursework may receive a reduced or failing grade for the work in question and/or for the course.

Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records.

Other Items:

Attendance and Expectations

All students are required to attend every class, except in cases of illness, serious family concerns, or other major problems. We expect that students will arrive on time, be prepared to listen and participate as appropriate, and stay for the duration of a meeting rather than drift in or out casually. In short, we anticipate that students will show professors and fellow students maximum consideration by minimizing the disturbances that cause interruptions in the learning process. This means that punctuality is a must, that cellular phones be turned off, and that courtesy is the guiding principle in all exchanges among students and faculty. You will be responsible for the materials and ideas presented in the lecture.

Assignment Due Dates

All written assignments must be turned in at the time specified. Late assignments will not be accepted unless prior information has been obtained from the instructor. If you believe you have extenuating circumstances, please contact the instructor as soon as possible.

Make-Up Work

The instructor will not provide students with class information or make-up assignments/quizzes/exams missed due to an unexcused absence. Absences will be

excused and assignments/quizzes/exams may be made up only with written documentation of an authorized absence. Every effort should be made to avoid scheduling appointments during class. An excused student is responsible for requesting any missed information from the instructor and setting up any necessary appointments outside of class.

Access, Special Needs, and Disabilities

Please notify the instructor at the start of the semester if you have any documented disabilities, a medical issue, or any special circumstances that require attention, and the school will be happy to assist.