



# Independent Study | in Idaho

**Bus 101  
Introduction to  
Business**

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The University of Idaho in statewide cooperation with  
Boise State University — Idaho State University — Lewis-Clark State College

# Course Guide

Independent  
Study | in Idaho

*Self-paced study. Anytime. Anywhere!*

## **Business 101 Introduction to Business**

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**Welcome!**

Whether you are a new or returning student, welcome to the Independent Study in Idaho (ISI) program. Below, you will find information pertinent to your course including the course description, course materials, course objectives, as well as information about assignments, exams, and grading. If you have any questions or concerns, please contact the ISI office for clarification before beginning your course.

**Policies and Procedures**

Refer to the ISI website at [www.uidaho.edu/isi](http://www.uidaho.edu/isi) and select *About ISI Policies* for the most current policies and procedures, including information on setting up accounts, student confidentiality, exams, proctors, transcripts, course exchanges, refunds, academic integrity, library resources, and disability support and other services.

**Course Description**

Increases student awareness of business functions and the business environment. (LCSC students: Not open to business majors of Junior or Senior standing.)  
*5 graded assignments, 20 quizzes, 2 proctored exams*  
*Available online only.*

**Students may submit up to 1 assignment per week. Before taking exams, students MUST wait for grades and feedback on assignments, which may take up to three weeks after date of receipt by the instructor.**

ALL assignments and exams must be submitted to receive a final grade for the course.

**Course Materials**

**Required Course Materials**

Nickels, McHugh & McHugh. *Understanding Business*. 10th Ed. McGraw Hill: 2012. ISBN-13: 9780073524597, ISBN-10: 007352459X

**Course Delivery**

All ISI courses are delivered through Canvas, an online management system that hosts the course lessons and assignments and other items that are essential to the course.

**Course Introduction**

This is an introductory course in the basics of understanding business and business principles and practices. Major topic areas include business trends, business ownership, business management, management of human resources, marketing, decision-making, information technology, and managing financial resources. Included in these topical areas, you will learn what it means to own your own business, compete globally, act responsibly and ethically, manage and lead human resources, market your product(s)/service(s), use information technology, and manage finances.

**Course Objectives**

Upon successful completion of this course, students should meet the following objectives:

- Develop a basic frame of understanding of the concepts, language, and skills related to business
- Respect and appreciate ethical behavior in business
  - Explain what is involved in starting, owning, and managing your own business
  - Learn and grow through problem-solving case study activities related to real world business situations

## **Lessons**

### **Overview**

Each lesson may include the following components:

- lesson objectives
- reading assignments
- important terms
- lecture
- quiz
- written assignment

### **Study Hints:**

- Keep a copy of every assignment submitted.
- Complete all reading assignments.
- Set a schedule allowing for course completion one month prior to your personal deadline. An *Assignment Submission Log* is provided for this purpose.
- Web pages and URL links in the World Wide Web are continuously changing. Contact your instructor if you find a broken Web page or URL.

Refer to the **Course Rules** in Canvas for further details on assignment requirements and submission.

## **Exams**

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- You must wait for grades and comments on assignments prior to taking subsequent exams.
- For your instructor's exam guidelines, refer to the **Course Rules** in Canvas.
- There are two graded exams and two practice exams for this course.

Refer to *Grading* for specific information on assignment/exam points and percentages.

## **Grading**

The course grade will be based upon the following considerations:

### **Assignments**

There are 25 assignments for this course that include 20 open-book chapter quizzes, 3 written assignments, and 2 worksheets.

**Exams**

There are 2 graded exams for this course and 2 practice exams.  
The final course grade is issued after all assignments and exams have been graded.

Acts of academic dishonesty, including cheating or plagiarism are considered a very serious transgression and may result in a grade of F for the course.

	20	Chapter Quiz	5	100
	2	Business Article Email	50	100
	1	Business Formation Worksheet	50	50
	1	Marketing Worksheet	50	50
	1	Business Plan/Resume	100	100
	1	Mid term exam	100	100
	1	Final Exam	100	100
		Total Points possible		600

Accumulated points will be divided by the total available (600) and a grade will be determined using the following percentage scale:

<i>% Range</i>	<i>Grade</i>	<i>% Range</i>	<i>Grade</i>
92% to 100%	A	70% to 77%	C
90% to 91%	A-	68% to 69%	D+
88% to 89%	B+	60% to 67%	D
82% to 87%	B	0% to 59%	F
80% to 82%	B-	See catalog	I
78% to 79%	C+		

**About the Course Developer**

Luther M. Maddy III: Ph.D. – Organizational learning and leadership – University of Idaho  
MBA – Management - Golden Gate University  
I have many years of experience as a small business owner. In all, I have been self-employed as a small business owner for more than 20 years. I have been teaching adults for many years. My research interests are career development and intervention.

**Contacting Your Instructor**

Instructor contact information is available in the **Course Rules** on your Canvas site.

**Assignment Submission Log**

<b>Lesson</b>	<b>Projected Date for Completion</b>	<b>Date Submitted</b>	<b>Grade Received</b>	<b>Cumulative Point Totals</b>
1				
2				
3				
4				
5				
6				
7				
8				
9				
<b>It is time to take Exam 1.</b>				
<b>Exam 1</b>				
10				
11				
12				
13				
14				
15				
16				
17				
18				

19				
20				
<b>It is time to take Exam 2.</b>				
<b>Exam 2</b>				



# Lesson 1

## Taking Risks and Making Profits within the Dynamic Business Environment

### **Lesson Objectives**

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At the end of this lesson students will be able to:

- Describe the relationship between profit and risk, and show how businesses and nonprofit organizations can raise the standard of living for all.
- Compare and contrast being an entrepreneur and working for others.
- Analyze the effects of the economic environment and taxes on businesses.
- Describe the effects of technology on businesses.
- Demonstrate how businesses can meet and beat competition.
- Identify what businesses must do to meet global challenges, including war and terrorism.
- Review how past trends are being repeated in the present and what they mean for tomorrow's college graduates.

### **Reading Assignment**

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Read the Prologue: "Getting Ready for Prime Time," pages P-1 to P-27.

Read Chapter 1, pages 2–26.

### **Important Terms**

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Business, database, demography, e-commerce, entrepreneur, goods, outsourcing, nonprofit organization

### **Introductory Lecture**

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View chapter #1 introduction lecture video at: <http://youtu.be/XRrYicG34Qo>

### **Assignment**

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Complete chapter #1 quiz online.