



National Taiwan University of Science and Technology

2020 Summer Program

BUS 180 Introduction to Business

Course Outline

Term: June 01-July 03,2020

Course Code: BUS 180

Instructor: Dr. Yunshan (Victor) Lian

Home Institution: University of Wisconsin

Office Hours: TBA

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Credit: 4

Course Description:

BUS 180 examines the foundations of business. This is the cornerstone business course that includes topics in accounting, finance, information systems, management, marketing, and operations. The course provides and overall view of how the core business areas are interrelated with one another. This is an applied class in which students will engage in the process of making business decisions through a wide range of activities. Also, this course will provide you with basic skills and knowledge to begin your career and help you succeed.

Course Objectives:

This course will serve as a strong foundation for those aspiring to further their business education or work in a professional business setting. After completion of this course, students should be able to:

- Have a knowledge of legal, financial, MIS, marketing, accounting, operations, and management issues involved with business decisions and innovations.
- Gauge the commercial potential for new products or services and business improvements.
- Consider ethics and responsible business citizenship issues when making business decisions.
- Become prepared for business situations while exhibiting a professional manner.
- Continue to improve students' verbal, written, and critical thinking skills in preparation for positions in the business world.



Required Textbooks:

Business Foundations: A Changing World (11e). by Ferrell, Hirt, & Ferrell

ISBN-13: 978-1259685231

ISBN-10: 1259685233

Grading & Evaluation:

	Assignment	Weight
1	Weekly assignments	50 x 5
2	Exam-mid term	100
3	Exam-final	100
4	Case presentation	50
	Total	550

A+ : 95 - 100

A : 94 – 90

B+ : 89 - 85

B : 84 – 80

C+ : 79 - 75

C : 74 – 70

D+ : 69 - 65

D : 64 – 60

F : Fail

Course Schedule:

Week 1

Chapter 1: The Dynamics of Business and Economics

Chapter 2: Business Ethics and CSR

Chapter 3: Go Global

TA Review Session

Week 2

Chapter 4: Organizing Business

Chapter 5: Small Business and Entrepreneurship

Chapter 6: The Nature of Management

TA Review Session

Week 3

Chapter 7: Organization, Teamwork and Communication



Chapter 8: Service and Manufacturing Operations

Chapter 9: Motivating

Midterm Exam

TA Review Session

Week 4

Chapter 10: HRM

Chapter 11: Customer-driven Marketing

Chapter 12: Marketing Strategy

Chapter 13: Digital Marketing and Social Networking

TA Review Session

Week 5

Chapter 14: Accounting and Financial Statement

Chapter 15: Money and Financial System

Chapter 16: Financial Management and Securities Markets

Final-Exam

Case analysis presentation

TA Review Session

