



# 上海财经大学

Shanghai University of Finance & Economics

中国上海市国定路777号 邮编200433 777 Guoding Road, Shanghai, 200433, China

## Shanghai University of Finance & Economics 2020

### Summer Program

### BUS 180 Introduction to Business

### Course Outline

**Term:** July 13 – August 7, 2020

**Class Hours:** 14:00-15:50

**Course Code:** BUS 180

**Instructor:** Dr. Yunshan (Victor) Lian

**Home Institution:** University of Wisconsin

**Office Hours:** By appointment

**Email:** victor.lian@hotmail.com

**Credit:** 4

**Class Hours:** This course will have 52 class hours, including 32 lecture hours, professor 8 office hours, 8-hour TA discussion sessions, 4-hour review sessions.

#### **Course Description:**

BUSI 1800 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 an 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:

1. Have a knowledge of legal, financial, MIS, marketing, accounting, operations, and management issues involved with business decisions and innovations.
2. Gauge the commercial potential for new products or services and business improvements.
3. Consider ethics and responsible business citizenship issues when making business decisions.
4. Become prepared for business situations while exhibiting a professional manner.
5. 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	Class Participation	200
2	Pop-up quizzes	80
3	Case presentation	50
4	Exam-mid term	100
5	Exam-final	100

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

### Details on Grading Components

#### Class Participation (200 pts)

A significant value to your education is added from the interaction with fellow students, so please actively participate your teamwork, and ask questions, contribute your thoughts, and express your opinions freely. 100 points for your involvement, and 100 points for your performance on in-class exercises.

#### Pop-up quizzes (80 pts)

In-class pop-up quizzes will happen randomly. Totally there will be four quizzes, each one counts for 20 points. In case the quiz is missed without any legitimate reason, no mak-up work will be arranged.

#### Case Presentation (50)

Each week students will be asked to present a case study in group. Cases will be assigned from the textbook. More details will be explained during the first week of the class.

Exam-midterm (100); Exam-final (100): The final exam is non-cumulative. If an emergency arises with a legitimate reason, a notification must be given to the instructor in advance for special arrangement; otherwise a grade of zero will be given.

### Course Schedule

#### **Week 1 Fundamentals of business**

Chapter 1: The Dynamics of Business and Economics

Chapter 2: Business Ethics and CSR

Chapter 3: Go Global

Chapter 4: Organizing Business

Chapter 5: Small Business and Entrepreneurship

TA Review Session

#### **Week 2**



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Chapter 6: The Nature of Management  
Chapter 7: Organization, Teamwork and Communication  
Chapter 8: Service and Manufacturing Operations  
Midterm Exam  
TA Review Session

### **Week 3**

Chapter 9: Motivating  
Chapter 10: HRM  
Chapter 11: Customer-driven Marketing  
Chapter 12: Marketing Strategy  
Chapter 13: Digital Marketing and Social Networking  
TA Review Session

### **Week 4**

Chapter 14: Accounting and Financial Statement  
Chapter 15: Money and Financial System  
Chapter 16: Financial Management and Securities Markets  
Final-Exam  
TA Review Session