



National Taiwan University of Science and Technology

2021 Summer Program

BUS 180 Introduction to Business

Course Outline

Course Code: BUS 180

Instructor: Dr. Yunshan (Victor) Lian

Home Institution: University of Wisconsin

Office Hours: By appointment

Email: Credit: 4

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:

- 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	Business paper review	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
Chapter 4: Organizing Business

Week 2

Chapter 5: Small Business and Entrepreneurship
Chapter 6: The Nature of Management
Chapter 7: Organization, Teamwork and Communication
Chapter 9: Motivation
Midterm Exam

Week 3

Chapter 10: HRM
Chapter 11: Customer-driven Marketing



Chapter 12: Marketing Strategy

Chapter 13: Digital Marketing and Social Networking

Week 4

Chapter 14: Accounting and Financial Statement

Chapter 15: Money and Financial System

Chapter 16: Financial Management and Securities Markets

Final-Exam

Case paper review

