



National Taiwan University of Science and Technology

2022 Summer Program

BUS 180 Introduction to Business

Course Outline

Course Code: BUS 180

Instructor: Victor Y. Lian

Home Institution: University of Wisconsin

Office Hours: By appointment

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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 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+:4.3—95-100

A :4.0—87-94

A-:3.7—82-86

B+:3.3—78-81

B :3.0—75-77

B -:2.7—71-74

C+:2.3—68-70

C :2.0—65-67

C -:1.7—61-64

D :1.0—55-60

E :0.0—49-54

X :0.0—0

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

