



## **Hankuk University of Foreign Studies**

### **2024 Winter Session**

### **BUS 180 Introduction to Business**

### **Course Outline**

**Course Code: BUS 180**

**Instructor: Victor Y. Lian**

**Home Institution: Lynn University**

**Office Hours: By appointment**

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**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:**

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

**Grading System (1 ~ 100)**

A+ : 96 - 100	A : 91 - 95
B+ : 86 - 90	B : 81 - 85
C+ : 76 - 80	C : 71 - 75
D+ : 66 - 70	D : 60 - 65
F : 0 - 59	
Pa : Pass	Fa : 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

