Tompkins Cortland Community College

Master Course Syllabus

Course Discipline and Number: BUAD 106 **Year: 2025-2026**
Course Title: Foundations of Business **Credit Hours: 3**

Attendance Policy: *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

Services for Students with Disabilities: *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

Course Description

Designed to present an overview of the field of business. Business concepts including the economy, competition, management, and labor relations, are introduced through lecture and discussion. The course also explores business areas such as banking, insurance, and the securities market. Prerequisites: RDNG 099 if required by placement testing; prior completion or concurrent enrollment in ENGL 099 and MATH 090 if required by placement testing. 3 Cr. (3 Lec.) Fall and spring semesters.

Course Context/Audience

This is a required course for students in the following programs: Accounting - Certificate and A.A.S., Business Management - Certificate, Business Administration A.A.S., Computer Information Systems - A.A.S., Computer Support Specialist - A.A.S., Hotel and Restaurant Management - A.A.S., and Web Design - A.A.S. The course is a prerequisite for BUAD 204 Principles of Marketing. Students receive an overview of the field of business including information on ethics, accounting, economics, marketing, management, the stock market and the social responsibility of business. This course is also appropriate for someone with a general interest in the field of business.

Basic Skills/Entry Level Expectations

Writing: W1 Student should be taking ENGL 099 (if needed). The course requires very limited writing, e.g., short written responses of a paragraph or less.

Math: M1 Taking MATH 090 (if needed) – Course requires limited use of very basic mathematical skills.

Reading: R2 Before taking this course, students must have a C or better in RDNG 099 or assessment indicating that RDNG 099 was not required.

Course Goals

By successfully completing this course, the student will be able to demonstrate:

1. Familiarity with the basic areas of business.
2. Knowledge of basic business terminology.
3. The ability to make knowledgeable business career choices.
4. Appropriate preparation for advanced course work in business.

Course Objectives/Topics

Objective/Topic	# Hours
Students will understand the global nature and history of business.	3 Hours

Students will understand the role economics plays in business decision making	6 Hours
Students will learn about entrepreneurship, small business, and franchising.	6 Hours
Students will become familiar with the process of management.	3 Hours
Students will understand how business creates organization structure.	3 Hours
Students will learn the basics of human resource management.	3 Hours
Students will understand the importance of good labor-management relations.	3 Hours
Students will understand how business utilizes marketing strategy.	6 Hours
Students will understand the basics of money, the banking system, and other financial institutions.	3 Hours
Students will learn the basics of investing and the securities markets.	3 Hours
Students will understand how business utilizes risk management and insurance.	3 Hours
Students will learn the importance of business ethics and social responsibility.	3 Hours

General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	**HOW DOES THE COURSE ADDRESS THE OUTCOMES** (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
Students will be able to ➢ develop meaningful questions to address problems or issues. ➢ gather, interpret, and evaluate relevant sources of information. ➢ reach informed conclusions and solutions. ➢ consider analytically the viewpoints of self and others.	Textbook, power points, videos and classroom discussion will help the student understand the importance of critical thinking. Case studies and textbook support materials will be used to help students learn how to gather, interpret, and evaluate information. Emphasis on workplace diversity and international cultures and businesses will enhance student's ability to consider the viewpoints of others.
SOCIAL/GLOBAL AWARENESS OUTCOMES	**HOW DOES THE COURSE ADDRESS THE OUTCOMES** (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
➢ Students will begin to understand how their lives are shaped by the complex world in which they live. ➢ Students will understand that their actions have social, economic and environmental consequences.	Textbook, power points, videos and classroom discussion will help the student understand the complexities of today's business world. Economic and environmental issues will be addressed to help them understand the consequences of their actions when operating, or employed in a business.

Instructional Methods
This course should be taught using lecture and class discussion. Small group exercises and videos may be used to enhance the learning experience.

Methods of Assessment/Evaluation

Method	% Course Grade
Hourly examination/ Quizzes	90%
Class Participation	10%

Text(s)
BUSN4 Marce Kelly & Jim McGowen, 4th edition, South-Western College Publishing ISBN: 10: 1-111-52706-7

Bibliography

Contemporary Business, Boone & Kurtz, 14th edition, Southwestern Publishing

Good to Great, Jim Collins

Seven Habits of Highly Effective People – Stephen Covey

Hot, Flat & Crowded, Thomas Friedman

In Search of Excellence, Tom Peters

The Pursuit of Wow! Tom Peters

First Break All the Rules – Marcus Buckingham

Other Learning Resources

Audiovisual Provided in Instructor's Manual Materials
Electronic Not available at this time
Other Not available at this time