

	ADMG 201 Introduction to Business Course Syllabus - 3 credits
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**Dr. Robert A. Lupton, Professor**

**Office:** Shaw/Smyser 332

**Office Hours:** Varies by quarter. Call or e-mail Dr. Lupton.

**Office Telephone:** 509.963.1789

**CWU E-Mail:** [luptonr@cwu.edu](mailto:luptonr@cwu.edu)

**Dr. Lupton's Home Page:** [www.cwu.edu/~luptonr](http://www.cwu.edu/~luptonr)

**CWU e-Learning Web Site for ADMG201:** <http://courses.cwu.edu>

**Course Description:**

This course provides an important overview of business and the business world. The course focuses on introducing functional areas of business, the environment in which business operates, and contemporary issues and challenges facing business today.

**Course Objectives:**

Upon completion of this course, you will have completed six objectives:

1. Understand a variety of contemporary business terms and their meanings.
2. Be familiar with the legal, social, economic, and entrepreneurial aspects of business and the business environment.
3. Gain basic knowledge in the functional areas of business including marketing and management.
4. Understand the role of business management and techniques for successful management.
5. Understand the importance of international business and gain a basic knowledge in international trade.
6. Understand the various forms of business organizations - sole proprietorships, partnerships, corporations, and cooperatives and how they operate.

**Learner Objectives:**

Learner Outcomes	Assessment
1. Demonstrate an understanding of the purpose of business and where it fits in the field of IT management and any industry career.	Complete examinations, case studies and in class assignments which demonstrate knowledge and understanding of general business concepts.
2. Identify careers and opportunities in selling.	Use textbooks, libraries, guest speakers, professional contacts, and Internet/WWW to locate information about business related careers.
3. Understand the functional areas of business and how they interrelate.	Complete examinations, case studies and in class assignments which demonstrate knowledge

	and understanding of general business concepts.
4. Demonstrate understanding of the impact of legal, social, economic, and entrepreneurial aspects of business on the business environment.	Complete examinations, case studies and in class assignments which demonstrate knowledge and understanding of general business concepts.
5. Understand the importance of international business.	Complete examinations, case studies and in class assignments which demonstrate knowledge and understanding of general business concepts.
6. Understand the various forms of business organizations - sole proprietorships, partnerships, corporations, and cooperatives and how they operate.	Complete examinations, case studies and in class assignments which demonstrate knowledge and understanding of general business concepts.
7. Demonstrate basic understanding of the ethical and legal issues in business.	Complete case studies and in class assignments which demonstrate knowledge and understanding of business issues.

**Textbook:**

Gitman, *The Future of Business*, Most Recent Edition.

**Instructional Methods and Activities:**

Methods and instruction include lecture, discussion, web instruction, demonstration, and small group cooperative learning.