

BUS 1500 - Foundations of Business

Fall 2026 Syllabus, Section 01, CRN 40148,

Credit hours: 3

Instructor

Emily Koch

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Public Instructor Information

Instructor Title: Part-Time Faculty

Instructor Professional Qualifications:

BA, English, Youngstown State University

BS.Ed, Integrated Language Arts Education (7-12 ILA), Youngstown State University

MA, Korean Studies, Yonsei University

MBA, Marketing, Youngstown State University

Manager, WCBA Academic Advising

Instructor Office Location: WCBA 1115

Instructor Office Phone: (330) 941-2124

Course Description

1500. Foundations of Business. Introduction to the world of business with a focus on various functional areas and career opportunities. Development of the requirements of the business professional including team work, information gathering and communication skills. 3 s.h.

Course Readings

Group	Title	Author	ISBN
Optional	Business in Action (10th ed.)	Bovee and Thill	13: 9780137879038

The textbook is recommended but not required. Blackboard learning modules, instructor-provided chapter materials, slides/notes, assigned videos, readings, and other course resources are designed to support successful completion of the course.

Students can use the official YSU course textbook lookup for the most current purchasing information for this course section. A copy may also be available through YSU Library course reserves, subject to library availability and reserve policies. The textbook is available in the Bookstore on Campus with delivery options online. The e-text version can be purchased there, as well as the **Pearson** catalog online.

The course readings are subject to change in the event of extenuating circumstances, research developments, current events, and/or to ensure better learning.

Tentative Course Schedule

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	Course syllabus; Blackboard materials Chapter 1 materials	Course Overview; Syllabus & Assignment Walkthrough; Blackboard Walkthrough; Seating Chart & Name Tents; Optional Bonus Assignments Chapter 1: Developing a Business Mindset	9/5: Bonus Discussion, Remind Bonus, Syllabus Quiz Bonus 9/5, 11:45 p.m.: Chapter 1 Quiz
8/31	Chapter 3 materials	Chapter 3: The Global Marketplace	9/12: Chapter 3 Quiz

9/7	Chapter 5 materials	Chapter 5: Forms of Ownership	9/19: Chapter 5 Quiz
9/14	Chapter 6 materials; Career Challenge materials	Chapter 6: Entrepreneurship & Small Business Ownership; Review Career Challenge	9/26: Chapter 6 Quiz
9/21	Chapter 8 materials; Career Challenge materials	9/29 Required Attendance: Center for Career Management Career Challenge Visit; Chapter 8: Organization & Teamwork	10/3: Chapter 8 Quiz; Career Challenge submissions may begin 9/29
9/28	Marketplace introductory materials	10/6 & 10/8 Required Attendance: Marketplace Project Introduction, Software Training, Team Formation, Q1 Introduction	Required in-class Marketplace training
10/5	Chapter 7 materials; Marketplace Q1	Chapter 7: Management Roles, Functions & Skills; Career Challenge Parts 1 & 2; Marketplace Q1	10/17: Chapter 7 Quiz; Career Challenge Parts 1 & 2; Marketplace Q1/ Microsimulations
10/12	Chapter 11 materials; Marketplace Q2	Chapter 11: Human Resource Management; Marketplace Q2	10/24: Chapter 11 Quiz; Marketplace Q2/ Microsimulations
10/19	Chapter 12 materials; Marketplace Q3	Q3 Chapter 12: The Art & Science of Marketing; Marketplace Q3	10/31: Chapter 12 Quiz; Marketplace Q3/ Microsimulations
10/26	Marketplace Q4 materials	11/3 & 11/5 Required Attendance: Marketplace Team Meetings & Performance Review; Report to Board Setup; Marketplace Q4	Report to Board Setup; Marketplace Q4 11/7: Marketplace Q4; Peer Evaluation #1
11/2	Chapter 2 materials; Marketplace Q5	Q5 Chapter 2: Economics, Money & Banking; Career Challenge Part 3; Marketplace Q5	11/14: Chapter 2 Quiz; Career Challenge Part 3; Marketplace Q5/Microsimulations
11/9	Chapter 15 materials; Marketplace Q6	Chapter 15: Financial Information & Accounting Concepts; Marketplace Q6	11/21: Chapter 15 Quiz; Marketplace Q6
11/16	Marketplace presentation materials	11/24 Required Attendance: Marketplace Team Meetings & Performance Review; Report to Board Setup. 11/26 University Closed - No Class	11/28: Report to Board Presentation Slides; Peer Evaluation #2
11/23	Marketplace presentation materials; Speaker Event materials	12/1 & 12/3 Required Attendance: Marketplace Report to the Board Presentations; WCBA/YSU Speaker Event Assignment	12/5: WCBA/YSU Speaker Event Assignment
11/30	As applicable	Thursday, December 10, 8-10AM. Scheduled final-examination period reserved for approved Marketplace presentation make-ups and/or Marketplace Alternative Comprehensive Examination	Students who completed all required Marketplace presentation requirements and have no approved outstanding course requirement do not attend

The course schedule, policies, procedures, and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better learning.