

BUS 1500 - Foundations of Business

Fall 2026 Syllabus, Section 09, CRN 40151,

Credit hours: 3

Instructor

Johnna Provenzano

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Public Instructor Information

Instructor Title: Lecturer

MBA, Master in Business Administration, Franciscan University, 2012

B.S. Business Administration: Marketing, Franciscan University, 2006

Steubenville Campus: 2525D, Phone: TBD

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. 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 in 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
10/19	Chapter 1: Developing a Business Mindset Chapter 2: Economics, Money & Banking	Course Overview Syllabus & Assignment Overview Blackboard Overview Extra Credit Assignments Syllabus Quiz LinkedIn Learning-Bonus Discussion Board-Student Introduction Chapter 1: Developing a Business Mindset LinkedIn Learning 1: Economics for Business Leaders	DUE: 10/22/26 - 11:59 pm Optional Bonus Discussion Board-Student Post DUE: 10/24/26 - 11:59 pm Optional Bonus Discussion Board-Peer Feedback Optional Bonus LinkedIn Learning Assignment Optional Bonus Syllabus Quiz DUE: 10/24/26 - 11:59pm Chapter 1 and 2 Exam LinkedIn Learning 1 DUE: 10/8/26 - 11:59 pm Applied Business Discussion-Student Post DUE: 10/10/26 - 11:59 pm Applied Business Discussion-Peer Feedback Career Challenge Assignment- Part 1



10/26	Chapter 3: The Global Marketplace Chapter 4: Business Ethics and Corporate Social Responsibility	LinkedIn Learning 2: International Business Foundations Applied Business Discussion Assignment 1	DUE: 10/31/26 - 11:59 pm LinkedIn Learning 2 DUE: 10/29/26 Applied Business Discussion-Student Post DUE: 10/31/29 - 11:59pm Chapter 3 and 4 Exam Applied Business Discussion-Peer Feedback
11/2	Chapter 5: Forms of Ownership Chapter 6: Entrepreneurship and Small Business Ownership	Applied Business Discussion Assignment 2 Career Challenge Assignment is now open LinkedIn Learning 3: Entrepreneurship Foundations	DUE: 11/5/26 - 11:59 pm Applied Business Discussion-Student Post DUE: 11/7/26 - 11:59 pm Applied Business Discussion-Peer Feedback DUE: 11/7/26 - 11:59 pm Chapter 5 and 6 Exam LinkedIn Learning 3
11/9	Chapter 7: Management Roles, Functions, and Skills Chapter 8: Organization & Teamwork	Applied Business Discussion Assignment 3 Career Challenge Assignment-Part 1 LinkedIn Learning 4: Teamwork Foundations	DUE: 10/17/26 - 11:59 pm Chapter 7 and 8 Exam LinkedIn Learning 4
11/16	Chapter 11: Human Resource Management Chapter 12: The Art & Science of Marketing	Applied Business Discussion Assignment 4 Career Challenge Assignment-Part 2 LinkedIn Learning 5: Marketing Foundations	DUE: 11/19/26 - 11:59 pm Applied Business Discussion 4-Student Post Due: 11/21/26 - 11:59 pm Applied Business Discussion 4-Peer Feedback Career Challenge Assignment-Part 2 Due: 11/21/26 - 11:59 pm Chapter 11 and 12 Exam LinkedIn Learning 5
11/23	Chapter 13: Product Management & Pricing Strategies Chapter 14: Customer Communication & Product Distribution	LinkedIn Learning 6: Product Management First Steps Applied Business Discussion Assignment 5 Career Challenge Assignment Part 3	DUE: 11/28/26 - 11:59 pm LinkedIn Learning 6 DUE: 11/26/26 - 11:59 pm Applied Business Discussion 5-Student Post DUE: 11/28/26 - 11:59 pm Chapter 13 and 14 Exam Applied Business Discussion 5-Peer Feedback
11/30	Chapter 15: Financial Information & Accounting Concepts Chapter 16: Financial Management & Financial Markets	Career Challenge LinkedIn Learning 7: Corporate Finance Foundations	DUE: 12/5/26 - 11:59 pm Career Challenge Assignment-Part 3 DUE: 12/5/26 - 11:59 pm LinkedIn Learning 7 DUE: 12/5/26 - 11:59 pm Chapter 15 and 16 Module Exam Career Challenge Assignment-Part 3

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.