

BUS 1500 - Foundations of Business

Fall 2026 Syllabus, Section A01, CRN 43060,

Credit hours: 3

Instructor

Laura Dewberry

Email: ljdewberry@ysu.edu

Public Instructor Information

Instructor Title: Director, Center for Nonprofit Leadership & Senior Lecturer, Department of Management & Marketing

Instructor Professional Qualifications: *Master's, Business Administration, Cleveland State University*

Bachelor's, Business Administration, John Carroll University

Instructor Office Location: WCBA 3307

Instructor Office Phone: 330-941-1870



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
Required	Introduction to Business - OpenStax		

Gitman, L. J., Hyatt, J. C. A., Koffel, L., McDaniel, C., Reece, M., Shah, A. J. A., & Talsma, B. (2018). Introduction to Business. Houston, TX: OpenStax, Rice University. (available at no cost: Free Introduction to Business Textbook for Download - OpenStax)

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

Schedule of Topics and Assignments

Week of	Reading(s)	Proposed Topic	Due/To Prepare for Class
8/24	OpenStax, Introduction to Business, Chapter 1 LinkedIn Learning: Understanding Business	Course Introduction; Learning Module One: Introduction to Business Fundamentals	Quiz #1 (50 points) Syllabus Quiz (30 points) LinkedIn Learning Certificate (15 points) Discussion Board 1 (20 points)
8/31	OpenStax, Introduction to Business, Chapters 4 & 5 LinkedIn Learning: 20 Questions to Help You Start Your Business	Learning Module Two: Small Business & Entrepreneurship	Quiz #2 (50 points) LinkedIn Learning Certificate (15 points) Discussion Board 2 (20 points)
9/7	OpenStax, Introduction to Business, Chapters 11 & 12 LinkedIn Learning: Marketing Foundations	Learning Module Three: Marketing Fundamentals	Quiz #3 (50 points) LinkedIn Learning Certificate (15 points) Discussion Board 3 (20 points) Company Insights Assignment Getting Started Quiz (25 points) Part One: Company Insights Assignment (50 points)



9/14	OpenStax, Introduction to Business, Chapters 6 & 8 LinkedIn Learning: Management Essentials	Learning Module Four: Foundations of Management	Quiz #4 (50 points) LinkedIn Learning Certificate (15 points) Discussion Board 4 (20 points) Part Two: Company Insights Assignment (50 points)
9/21	OpenStax, Introduction to Business, Chapter 14 LinkedIn Learning: Accounting Foundations	Learning Module Five: Accounting Essentials	Quiz #5 (50 points) LinkedIn Learning Certificate (15 points) Discussion Board 5 (20 points) Part Three: Company Insights Assignment (50 points)
9/28	OpenStax, Introduction to Business, Chapter 3 LinkedIn Learning: Managing Globally	Learning Module Six: Global Business Essentials	Quiz #6 (50 points) LinkedIn Learning Certificate (15 points) Discussion Board 6 (20 points) Part 4 / Final: Company Insights Assignment (75 points)
10/5	OpenStax, Introduction to Business, Chapter 17 LinkedIn Learning: Taking Charge of Your Career Slide Deck NACE Competency Report	Learning Module Seven: Careers in Business	Quiz #7 (50 points) LinkedIn Learning Certificate (15 points) Discussion Board 7 (20 points) SparkPath / Challenge Cards Online Assessment (25 points) CareerLaunch Online Assessment (25 points) Challenge Card Reflection (75 points)

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