

Prepared by the Department of Business

Date of Departmental Approval: March 2, 2015

Date Approved by Curriculum and Programs: March 9, 2015

Effective: Fall 2015

1. **Course Number:** BUS100
Course Title: Introduction to Business
2. **Description:** Students examine the purpose, role and responsibility of business in American society and gain a broad overview of the functions, institutions, principles and practices of business and other organizations. This course provides a basic foundation for those students who will specialize in business and an opportunity for non-business majors to learn about the business world as a major social institution.
3. **Student Learning Outcomes:** Upon successful completion of this course, students are able to do the following.
 - State the role and importance of business within our society
 - Describe the forms of business ownership
 - Recognize the need for businesses to adapt to changes in the external environment
 - Define and describe a wide range of general business terms, concepts, principals, and values on an introductory level
 - Identify aspects of the key business fields of management, marketing, finance and accounting
 - Explain the importance of globalization
 - Describe the characteristics and ethical implications of business situations
 - Conduct both database and web-based research to help solve business-related problems
 - Demonstrate critical thinking skills and communicate effectively
4. **Credits:** 3 credits
5. **Satisfies General Education Requirement:** No
6. **Prerequisite:** None
7. **Semester(s) Offered:** Fall, Spring, Summer
8. **Suggested General Guidelines for Evaluation:** The course grade is based on an evaluation of homework assignments, quizzes, examinations and a project
9. **General Topical Outline:**

Understanding the US Business Environment Conducting Business Ethically and Responsibly Understanding Entrepreneurship and Business Ownership Global Content of Business Managing the Business Enterprise Organizing the Business Enterprise Managing Operations	Managing Human Resources Motivating, Satisfying and Leading Employees Marketing Processes and Consumer Behavior Pricing, Promoting and Distributing Products Information Systems Principles of Accounting Money and Banking Securities and Investments
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