

COURSE OUTLINE

Revision: Marla Lockhart Date: April, 2009

DEPARTMENT: Business (BUS)
CURRICULUM: Business Information Technology
COURSE TITLE: Introduction to Business
COURSE NUMBER: BUS 101
TYPE OF COURSE: Vocational Preparatory
COURSE LENGTH: 1 quarter
CREDIT HOURS: 5
LECTURE HOURS: 55
LAB HOURS: 0
CLASS SIZE: 25
PREREQUISITES: None

COURSE DESCRIPTION:

Introduce students to the many facets of American business. Areas covered include the free enterprise system, the American and other economic systems; starting up a business; the functional area of business including ownership, accounting, finance, marketing, management of human resources, organization, production and marketing; the security markets; and career opportunities available within business. Covers business and economic terminology and the modern business environment.

STUDENT LEARNING OUTCOMES ADDRESSED:

1. Information Literacy – Access, evaluate and apply information from a variety of sources.
2. Human Relations – Use interactive skills to work effectively in groups. Recognize the diversity of cultural influences and values.

PROGRAM OUTCOMES ADDRESSED:

1. Apply standard business rules in clear, concise, and effective business communications.
2. Apply mathematical skill to business and banking situations.
3. Apply computer skills to all forms of business communication including presentation materials and graphics.
4. Use office technology for inter- and intra-office communication.
5. Identify and manage tasks involved in managing meetings.
6. Demonstrate accuracy and skill in handling the telephone.
7. Demonstrate time management and organization skills.
8. Identify and use appropriate resources for problem solving.
9. Receive, interpret, and follow both written and verbal instructions.
10. Demonstrate proficiency in production of business documents.
12. Demonstrate flexibility, motivation when faced with change.
13. Use the Internet for information searches. (
15. Adapt to workplace practices and practice appropriate professional conduct.
16. Interact effectively with individuals and groups.
17. Create and present effective presentations (with and without software).
18. Interpret business data.
19. Demonstrate knowledge of laws and regulations, which affect the US workplace and work force, and an appreciation for ethics in business.
20. Understand career paths and advancement criteria typical of office occupations.
22. Work with others on larger scale projects.

GENERAL COURSE OBJECTIVES:

At the end of the course the student will:

1. Explain the nature of business and its environment
2. Develop a general business vocabulary.
3. Discuss various management concepts and organizational structures.
4. Explain management of resources – human, finance, and natural (land)
5. Identify the basic marketing concepts.
6. Discuss the general methods of financing business ventures
7. Describe commonly encountered securities markets.
8. Explain the common ethical challenges faced by businesses.
9. Discuss issues of diversity in business and the professions.

TOPICAL OUTLINE:	APPROX. HOURS
I. American business today	8
II. Management and organizations	10
III. The human resource	8
IV. Marketing	10
V. Accounting, finance an investment	9
VI. Business environment and international issues	6
VII. Review and testing	4
Total	<u>55</u>

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