

BUS 110
INTRODUCTION TO BUSINESS

COURSE DESCRIPTION:

Prerequisites: None

Corequisites: None

This course provides a survey of the business world. Topics include the basic principles and practices of contemporary business. Upon completion, students should be able to demonstrate an understanding of business concepts as a foundation for studying other business subjects. *This course has been approved to satisfy the Comprehensive Articulation Agreement for transferability as a pre-major and/or elective course requirement.* Course Hours Per Week: Class, 3. Semester Hours Credit, 3.

COURSE OBJECTIVES:

At the completion of the course requirements, the student will be able to:

- a. Identify the potential marketing opportunities that are created by the population trends.
- b. Relate how business institutions operate in our modern day political, social, and economic environment.
- c. Describe various business ownership forms.
- d. Acquire information about starting your own business.
- e. Explain management functions.
- f. Acquire a vocabulary for further study of business subjects.
- g. Describe the importance of marketing activities.
- h. Explain the challenges facing management.
- i. Identify basic long- and short-term financial planning techniques.
- j. Describe how organizations protect themselves against potential losses.
- k. Identify and apply business laws as they affect business.
- l. Discuss international trade and markets.

OUTLINE OF INSTRUCTION:

- I. Foundations of American business
 - A. Success in a free market system
 - B. Economic forces affecting business
 - C. The role of government
 - D. Shifts in the economic climate
- II. International business
 - A. The dynamics of international business
 - B. Government actions relating to international business
 - C. The global corporation

- III. Ethical and social responsibilities of business
 - A. Foundational of social responsibility
 - B. Business and the environment
 - C. Business and consumers
 - D. Business and workers
 - E. Business and investors
 - F. Business approaches to ethical behavior
- IV. Forms of business enterprise
 - A. How to categorize a companies by industry sector
 - B. How to categorize companies by form of ownership
 - C. Mergers and acquisition
- V. The fundamentals of management
 - A. The scope of management
 - B. The management process
 - C. Crisis management
- VI. Organizing for business
 - A. Defining organization structure
 - B. Designing the formal organization
 - C. Understanding the informal organization
- VII. Human relations
 - A. Human relations within an organization
 - B. Motivation theory
 - C. The challenge of motivating workers
 - D. Motivational techniques
- VIII. Human resource management
 - A. The process of human resource management
 - B. The rule of compensation
 - C. Changes in employment status
- IX. Union-management relations
 - A. Labor organizations in the U.S. economy
 - B. The collective-bargaining process
 - C. When negotiations break down
 - D. The collective-bargaining agreement
 - E. Union-management relations in a changing environment
- X. Marketing and consumer behavior
 - A. Marketing fundamentals
 - B. Strategic marketing planning
 - C. Buying behavior
 - D. Market research
- XI. Product and pricing decisions
 - A. Products: the basis of commerce
 - B. Product development and the product life cycle
 - C. Product mix and line decisions
 - D. Pricing

- XII. Promotion
 - A. The promotional mix
 - B. Personal selling
 - C. Advertising
 - D. Public relations
 - E. Sales promotion
- XIII. Computers and information technology
 - A. Computers in today's business environment
 - B. Information – processing technology
 - C. Privacy and security in the information age
- XIV. Financial management
 - A. Finance: a company's lifeblood
 - B. Short-term financing
 - C. Long-term financing
 - D. Internal financial planning and control
- XV. Securities markets
 - A. Investors and investing
 - B. Investment choices
 - C. The mechanisms of investing
 - D. Analysis of the financial news
 - E. Regulation of securities trading

REQUIRED TEXTBOOK AND MATERIAL:

Nickels, William G., McHugh, James M., and McHugh, Susan M. Understanding Today. 7th ed. Boston, MA; McGraw-Hill Irwin. 2002.

STATEMENT FOR STUDENTS WITH DISABILITIES:

Students who require academic accommodations due to any physical, psychological, or learning disability are encouraged to request assistance from a disability services counselor within the first two weeks of class. Likewise, students who potentially require emergency medical attention due to any chronic health condition are encouraged to disclose this information to a disability services counselor within the first two weeks of class. Counselors can be contacted by calling 686-3652 or by visiting the Student Development Office in the Phail Wynn Jr. Student Services Center, room 1309.