BUS 110 INTRODUCTION TO BUSINESS

COURSE DESCRIPTION:

Prerequisites: ENG 090 and RED 090 or DRE 098; or satisfactory score on placement test
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.

LEARNING OUTCOMES:

Student Learning Outcomes
1. Identify various forms of business organizations.
2. Define business vocabulary.
3. Describe the basics of business ethics.
4. Explain basic management principles.

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 company by industry sector
   B. How to categorize companies by form of ownership

Revised November 2015
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

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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

**REQUIRED TEXTBOOK AND MATERIAL:**
The textbook and other instructional materials will be determined by the instructor to insure that current and relevant concepts and theories are present.