

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:

Upon completing requirements for this course, the student will be able to:

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
 - C. Mergers and acquisitions

- V. The fundamentals of management
 - A. The scope of management
 - B. The management processes
 - 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 motivation 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

REQUIRED TEXTBOOK AND MATERIAL:

The textbook: Foundations of Business 7th Edition by Pride, Hughes, Kapoor, and Cengage MindTap software.