



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number BUS 101	Course Title Introduction to Business	Credits 3
Hours: Lecture/Lab/Other 3 lecture; 0 lab	Co- or Pre-requisite ENG 101, co-requisite	Implementation Semester & Year Spring 2022

Catalog description: Survey course of the American business system. Includes forms of business ownership, financing, employee relations, marketing, motivation, management, the role of government, and international issues. Also covers workplace ethics, legal concerns, and the responsibility of the individual as worker and consumer.

General Education Category:
Not GenEd

Course coordinator:
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Required texts & Other materials:

Title: Business Essential

Author: Ebert and Griffin

Publisher: Pearson/Prentice Hall

Edition: Contact the MCCC Bookstore for the latest Edition

Course Student Learning Outcomes (SLO):

Upon successful completion of this course, the student will be able to:

1. Understand the internal and external environments (including the macro economy and legal structures) within which business operates. [Supports ILG 1, 10, 11; PLO 1, 2, 3]
2. Describe the role that business organizations, including the unique role of small business, play in a country's economy. [Supports ILG 1, 10, 11; PLO 1, 2, 3]
3. Analyze what businesses must do to meet the global challenge. [Supports ILG 1, 8, 10, 11; PLO 4]
4. Explain the functions of management and how they relate to business success. [Supports ILG 1, 10, 11; PLO 3]
5. Describe the components of Human Resource Management. [Supports ILG 1, 10, 11; PLO 3]
6. Explain the marketing mix and its role in driving revenue. [Supports ILG 1, 10, 11; PLO 1, 2]
7. Explain the role of the accounting function, the accounting equation, and basic financial statements. [Supports ILG 1, 10, 11; PLO 5]
8. Identify ethical dilemmas faced by business. [Supports ILG 1, 9, 10, 11; PLO 6]

Course-specific Institutional Learning Goals (ILG)

Institutional Learning Goal 1. Written and Oral Communication in English. Students will communicate effectively in both speech and writing.

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.

Institutional Learning Goal 10. Information Literacy: Students will recognize when information is needed and have the knowledge and skills to locate, evaluate, and effectively use information for college level work.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Business Studies

1. Use effective verbal and written communication in conducting business;
2. Analyze/resolve problems common to entry-level business positions;
3. Apply management skills in a variety of business functions;
4. Comprehend how the global economy and international events affect domestic and international business decisions;
5. Understand basic accounting statements and their role in managing a business;
6. Identify unethical behavior in a business setting and formulate appropriate action.

Units of study in detail – Unit Student Learning Outcomes:

Unit 1 – The US Business Environment [Supports Course SLO #1]

Learning Objectives:

The student will be able to...

- Describe the basic internal functional roles necessary to operate a business
- Explain the external environments within which business operates
- Describe the factors of production in the context of varying economic systems
- Discuss the degrees of competition found in industries and explain how a competitive market works
- Interpret examples of key economic indicators used by business.

Unit 2 – Business Ethics and Social Responsibility [Supports Course SLO # 8]

Learning Objectives:

The student will be able to...

- Define business ethics and give examples of ethical dilemmas faced by business
- Assess ethical behavior and apply multiple models of ethical decision making
- Explain the social responsibilities that business has to its stakeholders and various approaches to social responsibility.

Unit 3 – Entrepreneurship [Supports Course SLO # 2]

Learning Objectives:

The student will be able to...

- Define small business and its importance to the US economy
- Describe the key components of a business plan for small business
- Explain what is meant by entrepreneurship
- Discuss the advantages and disadvantages of various forms of business ownership

- Explain the unique management issues faced by corporations.

Unit 4 – The Global Environment of Business [Supports Course SLO #3]

Learning Objectives:

The student will be able to...

- Explain the term globalization
- Describe today's major world markets and explain the importance of trade agreements in promoting trade amongst them
- Define a country's Balance of Trade and factors which contribute to a deficit or surplus
- Explain barriers to international trade
- Discuss the unique management issues facing international firms

Unit 5 – Business Management [Supports Course SLO #2, 4]

Learning Objectives:

The student will be able to...

- Describe the four basic management functions of planning, leading, organizing, and controlling
- Identify different types of manager positions found in organizations and the skills required of them
- Explain the importance of the strategic management process and the steps for goal setting and strategy formulation
- Define corporate culture
- Discuss the factors that influence a firm's organizational structure
- Explain the basic forms of organizational structures and the pros and cons of each
- Identify the concepts and theories of employee motivation, the strategies used by organizations to improve employee motivation and the link to organizing
- Distinguish between leadership and management
- Identify and explain various approaches to leadership, the role and traits of leaders, and special issues in leadership.

Unit 6 – Human resource Management [Supports Course SLO #5]

Learning Objectives:

The student will be able to...

- Define HR management and explain its strategic importance
- Identify and explain the tasks involved in staffing a company
- Describe the legal issues involved with HR management
- Explain current trends in HR management such as contingency workforces, diversity and knowledge workers
- Describe the collective bargaining process and explain why workers organize into unions.

Unit 7 – Marketing and Consumer Behavior [Supports Course SLO #6]

Learning Objectives:

The student will be able to...

- Define marketing, its goals and environmental forces
- Identify and explain the four Ps of the marketing mix
- Define target marketing and market segmentation
- Explain the consumer buying process
- Define the product life cycle
- Use price setting tools to determine prices and explain pricing tactics
- Identify various channels in the distribution mix
- Explain physical distribution strategies

- Explain the objectives of promotion and the tools used in the promotional mix
- Discuss unique implications of marketing to small and global businesses.

Unit 8 – Informational technology for Business [Supports Course SLO #1, 3]

Learning Objectives:

The student will be able to...

- Identify examples of information technology, its use as a resource, and the impact it has had on the business world
- List types of information systems
- Explain the ways that businesses protect themselves from the threats and risks associated with information technology.

Unit 9 – Accounting and Finance [Supports Course SLO #7]

Learning Objectives:

The student will be able to...

- Explain the role and types of accountants in business
- Explain how the accounting equation is used
- Describe the three basic financial statements and how they reflect the financial health of the business including the importance of financial ratios
- Identify unethical accounting actions
- Define the characteristics and functions of money and the M1 and M2 definitions of money supply
- Provide examples of US financial institutions
- Define the functions and tools of the Federal Reserve System
- Explain the concept of the time value of money
- Distinguish between various types of common investment vehicles
- Explain the organizations, institutions, and measures involved with securities markets
- Compare various forms of potential financing for a firm and the implications of going public.

Evaluation of student learning:

Homework/Quizzes: 25%

Four Hourly Exams: 60%

Written Project: 15%

Final Grade; 100%