



COURSE OUTLINE

BUS 101
Course Number

Introduction to Business
Course Title

Division of Business & Technology
Division

15 Weeks
Length of Semester

3
Credits

3
Lecture/Laboratory Hours

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.

Prerequisites: None

Corequisites: None

Required texts/other materials:

Required Text:	Title:	<i>Business Essential, 8e</i>
	Author:	Ebert and Griffin
	Publisher:	Pearson/Prentice Hall
	Edition:	2011

Last revised: Fall 2010

Professor Laura Sosa
Course Coordinator

Library resources:

- Journal of Training
- Harvard Business Review
- Journal of Marketing
- Advertising Age
- Business Week
- Quality Progress
- Journal of Applied Psychology
- Journal of Business and Psychology
- Journal of Organizational Behavior
- Fast Company
- Wall Street Journal
- Journal of Vocational Behavior
- Forbes
- Newsweek
- Fortune
- Nation's Business
- Personnel Psychology
- Time

Course Competencies

This is a survey course designed to provide students with an understanding of how businesses operate, forms of business ownership, the management and organizational processes, effective marketing, financial management, the accounting function, ethical and social responsibilities and the global business environment.

The student will be able to:

- Understand the domestic, internal and external environments within which business operates.
- Describe the role that business organizations play in a country's economy
- Analyze what businesses must do to meet the global challenge
- Explain the functions of management and how they relate to business success
- Describe the components of Human Resource Management
- Explain the marketing mix and their role in driving revenue
- Explain the role of the accounting function, the accounting equation, and basic financial statements
- Identify ethical dilemmas faced by business
- Explain and respond to the role of financial management in driving profitability
- Describe the impact of information systems and technology on business

Units of Study in Detail

Unit 1 – The US Business Environment

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

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

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

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

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

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

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

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

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		
First Exam	Units 1-3	15%
Second Exam	Units 4-5	15%
Third Exam	Units 6-7	15%
Fourth Exam	Units 8-9	15%
Project		<u>15%</u>
Final Grade		100%

NOTE: All test questions will relate to the chapter objectives indicated at the beginning of each chapter. All of the chapter objectives as stated in your text will be accomplished with at least a 60% accuracy level. Objectives will be measured utilizing at least one (1) to the following testing methods:

- Essay questions.
- Objective - True, False, matching, or multiple choice type questions.
- A combination of Essay and Objective type questions.

GRADING

Letter Grade	Nominal %
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	70-76
D	60-69
F	0-59

Academic Integrity Statement

“A student who a) knowingly represents work of others as his/her own, b) uses or obtains unauthorized assistance in the execution of any academic work, or c) gives fraudulent assistance to another student is guilty of cheating. Violators will be penalized.” (Student Handbook)

Student Conduct Statement

It is the students' responsibility to attend all of their classes. If they miss a class meeting for any reason, students are responsible for all content that is covered, for announcements made in their absence, and for acquiring any materials that may have been distributed in class. It is expected that students be on time for all their classes. If students walk into a class after it has begun, it is expected that they choose a seat close to where they entered the room so that they do not disrupt the class meeting.

Students are expected to follow ordinary rules of courtesy during class sessions. Engaging in private, side conversations during class time is distracting to other students and to the instructor. Leaving class early without having informed the instructor prior to class is not appropriate. Unless there is an emergency, leaving class and returning while the class is in session is not acceptable behavior. Disruptive behavior of any type, including sharpening pencils during class while someone is speaking, is not appropriate.

The college welcomes all students into an environment that creates a sense of community and pride and respect; we are all here to work cooperatively and to learn together.

Reasonable Accommodations for Students with Documented Disabilities

Mercer County Community College is committed to supporting all students in their academic and co-curricular endeavors. Each semester, a significant number of students document disabilities, which may require learning, sight, hearing, manual, speech, or mobility accommodations to ensure access to academic and co-curricular activities. The college provides services and reasonable accommodations to all students who need and have a legal entitlement to such accommodations.

For more information regarding accommodations, you may visit the Office of Academic Support Services in FA129 or contact them at 609.570.3422 or urbanb@mccc.edu.