



MASTER COURSE OUTLINE

Prepared By: Preston Wilks

Date: June 2014

COURSE TITLE

Intro to Business

GENERAL COURSE INFORMATION

Dept.: BUS&

Course Num: 101

(Formerly:)

CIP Code: 52.0201

Intent Code: 21

Program Code: 505

Credits: 5

Total Contact Hrs Per Qtr.: 55

Lecture Hrs: 55

Lab Hrs:

Other Hrs:

Distribution Designation: Specified Elective (SE)

COURSE DESCRIPTION (as it will appear in the catalog)

This course provides an overview of business, focusing on the world of business today within the context of a global society. Basic principles and concepts include; business models, entrepreneurship, functional areas of business, management, organizational structure, human resources, marketing, information systems, finance, ethics and social responsibility as well as emerging business topics.

PREREQUISITES

None

TEXTBOOK GUIDELINES

Intro to Business text as decided by ACCT/BUS Faculty (Example: *The Future of Business* by Gitman & McDaniel)

COURSE LEARNING OUTCOMES

Upon successful completion of the course, students should be able to demonstrate the following knowledge or skills:

1. to interest students in the study of business
2. to prepare students for more specialized study
3. to provide an overview of business and the many career choices.

INSTITUTIONAL OUTCOMES

COURSE CONTENT OUTLINE

PART I

BUSINESS IN A GLOBAL ENVIRONMENT

Business: Blending People, Technology, and Ethical Behavior

Business: Its Environment and Role in Society

Global and Economic Forces Affecting Business

PART II GETTING STARTED

Developing a Business Strategy and Plan

Organizing the Business

The Role of Quality in Business Success

PART III MANAGEMENT: EMPOWERING PEOPLE TO ACHIEVE BUSINESS OBJECTIVES

The Organization and Its Management
The Human Resource
Teamwork and Communication
Information for Decision Making

PART IV PRODUCTION AND MARKETING

Marketing Management and Customer Satisfaction
Creating and Producing World-Class Goods and Services
Designing and Implementing Customer-Driven Marketing Strategies

PART V ACCOUNTING AND FINANCIAL PLANNING

Accounting and Budgeting
Banking and Financial Management
The Securities Market

DEPARTMENTAL GUIDELINES *(optional)*

The class syllabus must contain course learning outcomes, class environment/expectations/rules, evaluation/grading guidelines, and a disability services statement. A class schedule must be provided to students that contains content covered (text chapters, topics, etc.) and tentative test dates (to include final date/time). These documents should be reviewed with the ACCT/BUS Faculty at least one week prior to class start. If an LMS or software is used for the course, it must be approved by the ACCT/BUS Faculty.

DIVISION CHAIR APPROVAL

DATE