DIVISION: Natural Sciences and Business

COURSE: BUS 1010 Introduction to Business

Date: Spring 2022
Credit Hours: 3

Complete all that apply or mark “None” where appropriate:
Prerequisite(s): None
   Enrollment by assessment or other measure? ☐ Yes ☑ No
   If yes, please describe:
Corequisite(s): None
Pre- or Corequisite(s): None
Consent of Instructor: ☐ Yes ☑ No

Delivery Method: ☑ Lecture 3 Contact Hours (1 contact = 1 credit hour)
☐ Seminar 0 Contact Hours (1 contact = 1 credit hour)
☐ Lab 0 Contact Hours (2-3 contact = 1 credit hour)
☐ Clinical 0 Contact Hours (3 contact = 1 credit hour)
☐ Online
☐ Blended
☑ Virtual Class Meeting (VCM)

Offered: ☑ Fall ☑ Spring ☑ Summer

CATALOG DESCRIPTION and IAI NUMBER (if applicable):
An introductory survey course covering such topics as management, marketing,
finance, economics, stocks and bonds, small business, technology, social responsibility,
ethics, human resources, and international business. The course is designed to provide
students an opportunity to learn business terminology and to understand the
interrelatedness of the various business functions. IAI equivalent: BUS 911
ACCREDITATION STATEMENTS AND COURSE NOTES:
None

COURSE TOPICS AND CONTENT REQUIREMENTS:
(Not necessarily in this order.)
Accounting
Finance
Management
Leadership
Human Resource Management
Ethics and Social Responsibility
Marketing: Marketing Strategy
Management Information Systems
Economics
Stocks, Bonds, and Mutual Funds

INSTRUCTIONAL METHODS:
Lecture
Discussion
Hands-On Activities
Demonstrations
Group Projects
Simulation
Case Projects: both individual and team approach.
Presentations: both student presentations and outside professionals.
PowerPoint

EVALUATION OF STUDENT ACHIEVEMENT:
Tests
Final Exam
Homework
Quizzes
Attendance
Participation
Simulation checks

INSTRUCTIONAL MATERIALS:
Textbooks
Instructor's Manual
Textbook Web Page
Listserv for Instructors
Simulation Exercises
Internet

Resources
Wall Street Journal
Kiplinger's Magazine
Business Week
Forbes
LEARNING OUTCOMES AND GOALS:
Institutional Learning Outcomes
☐ 1) Communication – to communicate effectively;
☒ 2) Inquiry – to apply critical, logical, creative, aesthetic, or quantitative analytical reasoning to formulate a judgement or conclusion;
☐ 3) Social Consciousness – to understand what it means to be a socially conscious person, locally and globally;
☐ 4) Responsibility – to recognize how personal choices affect self and society.

Course Outcomes and Competencies
Upon completion of the course, the student will be able to:
1. Understand What Business is and How Business Works
   1.1 Describe the private enterprise system
   1.2 Outline the challenges and opportunities that businesses face in the relationship era
   1.3 Describe how technology is changing the way businesses operate and compete
   1.4 Relate the importance of using quality and customer satisfaction in efforts to create value for customers
   1.5 Explain how individual businesses and entire nations compete in the global marketplace.
   1.6 Explain how ethics and social responsibility affect business decision making
2. Know how to Achieve Business Success by Using Ethical Behavior and Social Responsibility
   2.1 Explain the concepts of business ethics and social responsibility
   2.2 Describe the factors that influence individual ethics
   2.3 What are some common ethical dilemmas in the workplace
   2.4 Explain how organizations shape ethical behavior
   2.5 Explain why investors and the financial community are concerned with business ethics
   2.6 Describe the ethical and social responsibility issues facing business in the global marketplace
3. How Economics Work in the Global and Domestic Business
   3.1 Distinguish between microeconomic and macroeconomics
   3.2 Compare supply and demand curves
   3.3 Contrast the three major types of economic systems
   3.4 Identify the major factors that guide an economist’s evaluation of a nation’s economic performance
   3.5 Compare the two major tools used by government to manage the performance of its national economy
   3.6 Describe the major global economic challenges of the 21st century
4. Know How to Compete in the Global Markets
   4.1 Explain the importance of international business
   4.2 Discuss the relationship of absolute and comparative advantage to international trade
4.3 Describe how nations measure international trade
4.4 Identify the major barriers that confront global businesses
4.5 Explain how international trade organizations and economic communities reduce barriers to international trade
4.6 Describe the types of international organizational structures available to businesses
4.7 Distinguish between a global business strategy and a multidomestic business strategy

5. Understand the Way to Organize a Business
5.1 Define small business
5.2 Explain the economic and social contributions of small business
5.3 Compare the advantages and disadvantages of small business
5.4 Describe how the Small Business Administration assists small-business owners
5.5 Explain franchising
5.6 Explain the three basic forms of business ownership, and the advantages and disadvantages of each form
5.7 Describe recent trends in mergers and acquisitions

6. Explain how to Start Your Own Business
6.1 Define the term “entrepreneur”
6.2 Identify three different types of entrepreneurs
6.3 Explain why people choose to become entrepreneurs
6.4 Describe the role of entrepreneurs in the economy
6.5 Identify personality traits that typically characterize successful entrepreneurs
6.6 Discuss the process of starting a new venture
6.7 Explain how organizations promote intrapreneurship

7. How to Write a Successful Strategic Plan
7.1 Explain the role of vision in business success
7.2 Describe the major benefits of planning
7.3 Explain strategic planning
7.4 Explain operational planning
7.5 Explain the six steps in the strategic planning process
7.6 Identify the components of SWOT
7.7 Explain SWOT’s role in assessing competitive position

8. Explain What a Manager and a Leader Is
8.1 Define management
8.2 Describe the management pyramid
8.3 Explain the three types of skills necessary for managerial success
8.4 Distinguish between programmed and nonprogrammed decisions
8.5 Define leadership and identify different leadership styles
8.6 Define departmentalization and identify five ways firms subdivide work activity
8.7 Describe the different types of organizational structures

9. Explain how to Manage your Human Resources
9.1 Explain the importance of human resource management
9.2 Explain the role of human resource planning in an organization
9.3 Discuss how firms recruit and select employees
9.4 Describe how firms train and evaluate employees
9.5 Explain the methods employers use to compensate employees
9.6 Explain the concept of motivation in terms of satisfying employee needs
9.7 Identify the four categories of trends that will influence the work of human resource managers in the 21st century

10. Understand Empowerment, Teamwork, and Communication
   10.1 Describe why organizations empower employees
   10.2 Describe methods of empowerment
   10.3 Distinguish between the two major types of teams
   10.4 Identify the characteristics of an effective team
   10.5 What are the different roles played by team members
   10.6 Summarize the stages of team development
   10.7 Describe the factors that cause conflict in teams

11. Know How to Market a Product/Service
   11.1 Explain how marketing creates utility
   11.2 Explain the marketing concept and relate how customer satisfaction contribute to added value
   11.3 Identify the components of a market
   11.4 Identify the basic steps in developing a marketing strategy
   11.5 Identify the components of the marketing environment
   11.6 Identify the methods for segmenting consumer/ business markets
   11.7 Define and contrast buyer behavior and consumer behavior
   11.8 Describe relationship marketing

12. Know how to Price Goods/Services
   12.1 Describe the elements of a product strategy
   12.2 Describe the classification of consumer goods
   12.3 Discuss the product mix and product lines
   12.4 Describe the four stages of the product life cycle
   12.5 Explain how firms identify their products
   12.6 Discuss the different types of pricing objectives
   12.7 Discuss how first set prices in the marketplace
   12.8 Explain how to use breakeven analysis in pricing strategy

13. Explain How to Distribute Goods/Services
   13.1 Explain how distribution creates value for customers
   13.2 Describe the various categories of distribution channels
   13.3 Explain the role intermediaries play in the distribution channels
   13.4 Identify the major components of an effective distribution strategy
   13.5 List the types of conflict that can occur in a distribution channel
   13.6 Compare the alternative transportation modes on the basis of flexibility, dependability, and cost

14. Know how to Promote Goods/Services
   14.1 Explain the concept of a promotional mix
   14.2 Summarize the different types of advertising media
   14.3 Explain the role of sales promotion
   14.4 What are the steps in the sales process
   14.5 Explain public relations
   14.6 Identify the factors that influence the promotional mix
   14.7 Contrast pushing and pulling promotional strategies
   14.8 Identify the major ethical issues involved in promotion

15. Know how to Use Technology/Internet to Succeed in Business
   15.1 Explain the impact of technology on the business environment
   15.2 Identify the key issues involved in managing technology
15.3 Compare the benefits and costs of implementing new technology
15.4 Discuss how the Internet provides new routes to success
15.5 List the major forms of electronic commerce
15.6 Describe how companies develop/manage successful Web sites
16. Know how to Use Technology to Manage Information
   16.1 Discuss the purpose of a management information system
   16.2 Explain how information systems are evolving
   16.3 Summarize important contributions and limitations of computers
   16.4 Define the business applications of computers
   16.5 Know how to protect your information
17. Understand the Financial Markets
   17.1 Distinguish between the primary market and secondary market
   17.2 Compare common stock, preferred stock, and bonds and explain why particular
       investors might prefer each type of security
   17.3 Identify the four basic objectives of investors
   17.4 Describe the information included in stock, bond, and mutual fund quotations
   17.5 Explain the role of mutual funds in securities markets
   17.6 Evaluate the major features of state and federal laws designed to protect
       investors
18. Understanding Accounting and Financial Statements
   18.1 Foundation of the Accounting System: The Accounting Equation
   18.2 Financial Statements: Balance Sheet, Cash Flow, and Income Statement
   18.3 Accounting Ratios: Liquidity, Profitability, and Leverage Ratios
   18.4 Accounting and the Internet