

COURSE SYLLABUS



Education That Works For a Lifetime

Course Title:	Introduction to Business	Date submitted:	March 2014 (AAC: 14-37)	
Department:	Business & Technology			
Curriculum:	Business and Technology			
Course Descriptors: Make certain that the course descriptors are consistent with college and Board of Trustees policies, and the current course numbering system.	Course Code: (eg. ACC 101) <input type="text" value="BBG*101"/> Course Type: <input type="text" value="L"/> A: Clinical B: Lab D: Distance Learning I: Individual/Independent L: Lecture M: Seminar N: Internship P: Practicum U: Studio X: Combined Lecture/Lab Y: Combined Lecture/ Clinical/Lab Z: Combined Lecture/Studio	Prerequisites:		
	Elective Type: <input type="text" value="G"/> E: English FA: Fine Arts HI: History HU: Humanities LAS: Liberal Arts & Sciences FL: Foreign Language M: Math S: Science SS: Social Science G: General	None		
	Credit Hours: <input type="text" value="3"/> Developmental: (yes/no) <input type="text" value="N"/> Lecture: <input type="text" value="3"/> Clinical: <input type="text" value="0"/> Lab: <input type="text" value="0"/> Studio: <input type="text" value="0"/> Other: <input type="text" value="0"/> TOTAL: <input type="text" value="3"/>	Corequisites:		
	Contact Hours: Lab: <input type="text" value="0"/> Studio: <input type="text" value="0"/> Other: <input type="text" value="0"/> TOTAL: <input type="text" value="3"/>	None		
	Class Maximum: <input type="text" value="35"/> Semesters Offered: <input type="text" value="F/Sp"/>	Other Requirements:		
		None		
	Catalog Course Description:	Introduces the principles and practices of business management. Topics include: Informational and legal foundations for business management; economic, regulatory, and societal environment of business; entrepreneurship, finance, and marketing; planning, organizing, leading and controlling a business organization.		
	Topical Outline: List course content in outline format.	Part I. Business 1. Definition of business and management 2. Accounting and the informational foundation for business management 3. Forms of business legal organization 4. Economic environment – product and labor markets, the macro and global economy 5. Regulatory environment – the scope of government regulation of business 6. Societal environment of business – ethics, politics, and public relations 7. Entrepreneurship – role and function of the entrepreneur 8. Financial management – business credit, cash, investment, and taxes 9. Marketing function in business Part II. Management 10. Planning and organizational design 11. Organizing and decision making		

	<ol style="list-style-type: none"> 12. Staffing and human resource management 13. Leadership and organizational behavior 14. Motivating employees, group behavior, managing change and conflict 15. Communication and interpersonal skills 16. Organizational and financial control 17. Supervision 18. Starting and managing a small business 19. Management careers
<p>Outcomes: Describe measurable skills or knowledge that students should be able to demonstrate as evidence that they have mastered the course content.</p>	<p>Upon successful completion of this course, students will be able to:</p> <p>COURSE:</p> <ol style="list-style-type: none"> 1. define business and articulate basic business functions by defining economics using key terms and tools to evaluate economic performance; identifying the components of the basic business accounting equation and explaining how to use funds to maximize value; explaining the role and importance of the finance and marketing functions in business firms; and discussing planning, organizing, leading, and controlling functions of management 2. discuss the role of business in the economy, including business ethics and social responsibility, and how current business trends might affect current career choices 3. explain the importance of excellent business communication and apply appropriate tools to create successful verbal presentations and written business communications 4. create a personal ePortfolio and upload the Abilities-Based summary assignment 5. understand the various library business resources and demonstrate how to access them 6. demonstrate an understanding of teamwork as an important component of business success <p>PROGRAM: <i>(Numbering reflects Program Outcomes as they appear in the college catalog)</i></p> <ol style="list-style-type: none"> 1. demonstrate proficiency in the General Education Abilities as they apply to the business professions <p>GENERAL EDUCATION: <i>(Numbering reflects General Education Outcomes as they appear in the college catalog)</i></p>
<p>Evaluation: List how the above outcomes will be assessed.</p>	<p>Assessment will be based on the following criteria:</p> <ol style="list-style-type: none"> 1. examinations 2. papers 3. quizzes 4. oral presentations 5. group projects
<p>Instructional Resources: List library (e.g. books, journals, on-line resources), technological (e.g. Smartboard, software), and other resources (e.g. equipment, supplies, facilities) required and desired to teach this course.</p>	<p>None</p>
<p>Textbook(s)</p>	<p>Refer to current academic year printout</p>