### Course Outline

#### CIP No. 52.0101

**BUS 101**  
*Introduction to Business*

**Course Description**

Examines the role of business in a modern economy; its growth, structure, organization and relationship to the changing environment. Surveys types of business, production, marketing, management, accounting, human resources and government requirements.

#### Course prepared by:

<table>
<thead>
<tr>
<th>Lecture</th>
<th>Laboratory</th>
<th>Clinical</th>
<th>Seminar</th>
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- **Number of Weeks**: 16
- **Total Hours**: 48
- **Credits**: 3

**Total Credit Hours**: 3

**Purpose of Course:**
- Degree Requirement
- Degree Elective
- General Education
- Certification: X
- Developmental
- Other

**Prerequisite(s)**: C or better in ENG 101, ENG 105 and ICS 101 or permission of instructor

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**Signature, Curriculum and Assessment Committee Chairperson**: Mary M. Arinak

**Date**: 2/3/13

**Signature, Dean of Academic Affairs**: Russ Y. K. Szaro

**Date**: 12/3/13

**Signature, Vice President of Academic and Student Affairs**: Donald J. Allick

**Date**: 12/3/13

**Last Date reviewed or revised**: November 2013
I. Introduction to Business

Course Title

Il. Course Objectives

A. General Learning Outcomes

Students will:

1. Explain why societies develop economic, production and marketing systems (BSD 1, 3, 4)
2. Describe the major types of business organizations (BSD 1, 3, 5)
3. Identify the activities of the human resources unit (BSD 1, 5)
4. Analyze the role of management, accounting, government, and relationships in business (BSD 1, 3)

B. Specific Learning Outcomes

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

1. Identify and describe different economic, production and marketing systems
2. Distinguish between different types of business organizations.
3. Describe the functions and operations of the human resources unit
4. Analyze the role of management, accounting, government, and relationships in business

III. Course Content

This course is designed to introduce students to areas of business:

1. The nature and challenge of business
2. Basic functions of business
3. Economic environment
4. Modern environment of business
5. Forms of ownership
6. Local and international business
7. Social responsibility and ethics
8. Innovation and entrepreneurship
9. Managing and organization structure
10. Managing production and service operations
11. Human resource management
12. Managing information and computer technology
13. Marketing functions and strategies
14. Accounting for financial control
15. Government regulations

IV. Methods of Instruction

1. Lecture
2. Discussion
3. Small group work
4. Case studies
5. Audio visual aids
6. Field trip/guest speakers
V. Equipment and Materials
   1. Overhead projector
   2. Computer
   3. Handouts

VI. Suggested Methods of Evaluation
   1. Written assignments
   2. Quizzes
   3. Tests

Letter grades will be assigned per CMI Grading System.