

## SYLLABUS

**DIVISION:** Business and Engineering Technology

**REVISED:** Spring 2014

**CURRICULA IN WHICH COURSE IS TAUGHT:** Business Management, Marketing, IST

**COURSE NUMBER AND TITLE:** BUS 100, Introduction to Business

**CREDIT HOURS:** 3 HOURS/WK

**LEC:** 3 HOURS/WK

**LAB:** NA

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- I. CATALOG DESCRIPTION:** Presents a broad introduction to the functioning of business enterprises within the U.S. economic framework. Introduces economic systems, essential elements of business organizations, production, human resource management, marketing, accounting, finance, and risk management. Develops business vocabulary. Lecture 3 hours per week.
- II. RELATIONSHIP OF THE COURSE TO CURRICULA OBJECTIVES:** As a required introductory course for all students enrolled in management, marketing, and information technology, BUS 100 will broadly address all of the DCC Business Management program outcomes. DCC Business Management graduates will demonstrate the ability to:
- utilize industry standard computer software products in business communication media such as written reports and business plans using word processing software (i.e., Microsoft Word) and business presentations using presentation software (i.e., Microsoft PowerPoint);
  - perform and interpret basic business math, accounting, and business statistical calculations;
  - understand the basic concepts associated with business ethics and the importance of developing and adhering to a strong set of generally-accepted ethical principles;
  - demonstrate basic principles of human relationship skills which can be used to successfully interrelate with customers, associates, employees, and superiors in a business setting;
  - understand how the principles of basic economics (e.g., supply and demand, the American free enterprise system, etc.) apply to successful business management practices;
  - understand basic legal and regulatory requirements for business and industry;
  - recognize the features, advantages, and disadvantages of business ownership categories (e.g., proprietorship, partnership, corporation, etc.);
  - understand standard methods for interviewing, hiring, training, motivating, and supervising employees;
  - recognize basic business strategy and philosophy development techniques (e.g., SWOT analysis, vision, mission, values, goals, objectives, etc.); and
  - evaluate marketing strategies for successful products and services.

Additionally, students will be familiar with the vocabulary and course concepts associated with the content items listed in sections IV and VI.

- III. REQUIRED BACKGROUND/PREREQUISITIES:** This course has no general course prerequisites. If students have developmental studies requirements, ENF 1 and MTE 1 and MTE 2 must be completed prior to enrollment. MTH 02, ENF 2 may be taken concurrently.

**IV. COURSE CONTENT:**

- Business Environment
- Ethics
- Entrepreneurship
- Customer Driven Organizations
- Human Resource Management
- Pricing
- Promotion
- Financial Management
- Financial Institutions
- Economics
- Forms of Business Ownership
- Management and Leadership
- Operations
- Marketing
- Distribution
- Financial Info & Accounting
- Financing & Investing
- Personal Finances

**V. THE FOLLOWING GENERAL EDUCATION OBJECTIVES WILL BE ADDRESSED IN THIS COURSE (Place X by all that apply)**

- X Communication  
X Critical Thinking  
X Cultural and Social Understanding  
   Information Literacy  
X Personal Development  
X Quantitative Reasoning  
   Scientific Reasoning

**VI. LEARNER OUTCOMES**

**VII. EVALUATION**

<ul style="list-style-type: none"><li>• Define business</li><li>• Explain how current business trends might impact career choices</li></ul>	<ul style="list-style-type: none"><li>• Written Test</li><li>• Homework Questions</li></ul>
<ul style="list-style-type: none"><li>• Define economics</li><li>• Discuss the role of business in the economy</li><li>• Outline the factors of production (resources)</li><li>• Discuss the basics of fiscal and monetary policy</li><li>• Explain and evaluate the free market system</li><li>• Understand the concepts of supply and demand</li><li>• Explain and evaluate planned market systems</li><li>• Describe the trend toward mixed-economy market systems</li></ul>	<ul style="list-style-type: none"><li>• Written test</li><li>• Homework questions</li><li>• Research project on Fortune-500 company</li></ul>

<ul style="list-style-type: none"> <li>• Describe business ethics and ethical dilemmas</li> <li>• Discuss how ethics relates to individuals and businesses</li> <li>• Define social responsibility and sustainable development</li> <li>• Examine the impact of business ethics on stakeholder groups</li> </ul>	<ul style="list-style-type: none"> <li>• Written test</li> <li>• Homework questions</li> <li>• Research project on Fortune-500 company</li> </ul>
<ul style="list-style-type: none"> <li>• Explain the purposes of laws and identify the major sources of law in the United States</li> <li>• Describe the characteristics of a contract and explain how the terms of contracts are enforced</li> <li>• Provide an overview of the legal principles governing agency, intellectual property, and bankruptcy</li> </ul>	<ul style="list-style-type: none"> <li>• Written test</li> <li>• Homework questions</li> <li>• Research project on Fortune-500 company</li> </ul>
<ul style="list-style-type: none"> <li>• Describe the characteristics of the basic forms of business ownership (i.e., sole proprietorship, general partnership, limited partnership, S-corporation, C-corporation, Limited Liability Company (LLC))</li> </ul>	<ul style="list-style-type: none"> <li>• Written test</li> <li>• Homework questions</li> <li>• Research project on Fortune-500 company</li> </ul>
<ul style="list-style-type: none"> <li>• Evaluate the advantages and disadvantages of franchising</li> <li>• Describe the typical entrepreneurial mindset and characteristics</li> <li>• Discuss funding options and assistance for small business</li> </ul>	<ul style="list-style-type: none"> <li>• Written test</li> <li>• Homework questions</li> </ul>
<ul style="list-style-type: none"> <li>• Define accounting and describe how accounting information is used</li> <li>• Demonstrate an understanding of basic income statements and balance sheets</li> <li>• Describe the key elements of the major financial statements</li> <li>• Explain the role of financial markets in the U.S. economy and identify the key players in these markets</li> </ul>	<ul style="list-style-type: none"> <li>• Written test</li> <li>• Homework questions</li> <li>• Research project on Fortune-500 company</li> </ul>
<ul style="list-style-type: none"> <li>• Discuss the objectives and process of marketing</li> <li>• Identify the role of the target customer in marketing</li> <li>• Explain each element of the marketing mix (the 4 P's)</li> <li>• Distinguish between primary and secondary marketing research</li> </ul>	<ul style="list-style-type: none"> <li>• Written test</li> <li>• Homework questions</li> <li>• Research project on Fortune-500 company</li> </ul>