

**I. CATALOG DESCRIPTION:**

A. Department Information:

Division: Business & Information Technology  
Department: Business Administration  
Course ID: BUSAD 100  
Course Title: Introduction to Business  
Units: 3  
Lecture: 3 hours  
Laboratory: None  
Prerequisite: None

B. Catalog Description:

For business majors and non-business majors who desire some knowledge of the fundamentals of business. Includes the basic vocabulary of business terms and a review of the structure, organization, and operating procedures of business enterprises.

Schedule Description:

Examines the fundamentals of business including the basic vocabulary of business terms, organization, and operating procedures of business enterprises.

**II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: One**

**III. EXPECTED OUTCOMES FOR STUDENTS:**

Upon successful completion of the course, the student should be able to:

- A. examine the functions and organization of business.
- B. apply the concepts and principles pertinent to the field of business.
- C. evaluate differences of business settings among varied industries.
- D. examine theories which are relevant and useful to successful business practices.
- E. examine trends affecting business practices today.

**IV. CONTENT:**

A. Understanding Trends in Business

1. Worldwide Economic Systems
2. Economic Issues Affecting Business
3. Types of Business Organizations
4. Cultural Diversity
5. Entrepreneurship and Franchising
6. Starting a Small Business
7. E-Business/E-Commerce

B. Marketing Principles

1. Product (Product Life Cycle)
2. Pricing
3. Distribution/Placement
4. Promotion
5. Marketing Research
6. Segmentation/Differentiation/Target Market
7. S.W.O.T Analysis

C. Management/Leadership

1. Organization(s) of Business
2. Product Management
3. Managing Information
4. Motivation of Employees
5. Managing Human Resources

- 6. Management Styles (Theory X, Theory Y, TQM, etc.)
- D. Using Financial Information & Accounting Principles
  - 1. Financial Management
  - 2. Stocks and Bonds
  - 3. Financial Institution
- E. Examining Ethics
  - 1. Legal Environment
  - 2. Code of Ethics
  - 3. Social Responsibility

**V. METHODS OF INSTRUCTION:**

- A. Lecture
- B. Discussion
- C. Guest speakers
- D. Audio-visual

**VI. TYPICAL ASSIGNMENTS:**

- A. Reading:
  - 1. Economic Issues pertaining to the developments, changes, and trends in the field.
- B. Writing, Performance:
  - 2. Current Article Review – summary, personal insight & thought articulation.

**VII. EVALUATION:**

- A. Methods of Evaluation:
  - 1. Examinations: True/False, Multiple Choice and Short Answer
    - a. Typical Short Answer: What are the 5 steps for organizing a business?
    - b. Typical True/False: The primary reason for small business failure is mismanagement resulting from lack of business know-how.
      - 1. Class Participation
      - 2. Current Article Reviews
      - 3. Case Study/S.W.O.T Analysis
- B. Frequency of Evaluation
  - 1. 5 Quizzes
  - 2. 5 Current Article Reviews
  - 3. 1 Final Examination – S.W.O.T. Analysis of Case/Product/Company

**VIII. TYPICAL TEXTS:**

Pride, William M. and Hughes, Robert J. and Kapoor, Jack R. Business, Boston, MA: Houghton Mifflin, 2002.  
Boone, Louis and Kurtz, David L. Contemporary Business 2003, Cincinnati, OH: Thomson South-Western, 2003.  
Gitman, Lawrence J. and McDaniel, Carl. The Future of Business, Cincinnati, OH: Thomson South-Western, 2003  
Fry, Fred L. and Stoner, Charles R. and Hattwick, Richard E. Business, Columbus, OH: McGraw Hill Irwin, 2003

**IX. OTHER SUPPLIES REQUIRED OF STUDENTS: None**