**Course Title:** Introduction to Business  

**Department:** Business & Technology  

**Curriculum:** Business and Technology  

**Course Code:** BBG*101  

**Course Type:** L  

**Elective Type:** G  

**Credit Hours:** 3  

**Developmental:** N  

**Contact Hours:**  
- Lecture: 3  
- Clinical: 0  
- Lab: 0  
- Studio: 0  
- Other: 0  
- TOTAL: 3  

**Class Maximum:** 35  

**Semesters Offered:** F/Sp  

**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:**  
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  
10. Planning and organizational design  
11. Organizing and decision making
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<th>Course Outcomes</th>
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<tr>
<td>12. Staffing and human resource management</td>
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<td>13. Leadership and organizational behavior</td>
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<td>14. Motivating employees, group behavior, managing change and conflict</td>
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<td>15. Communication and interpersonal skills</td>
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<td>16. Organizational and financial control</td>
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<td>17. Supervision</td>
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<td>18. Starting and managing a small business</td>
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<td>19. Management careers</td>
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**Upon successful completion of this course, students will be able to:**

**COURSE:**

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

**PROGRAM:** *(Numbering reflects Program Outcomes as they appear in the college catalog)*

1. demonstrate proficiency in the General Education Abilities as they apply to the business professions

**GENERAL EDUCATION:** *(Numbering reflects General Education Outcomes as they appear in the college catalog)*

**Evaluation:**

List how the above outcomes will be assessed.

**Assessment will be based on the following criteria:**

1. examinations
2. papers
3. quizzes
4. oral presentations
5. group projects

**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.

None

**Textbook(s)**

Refer to current academic year printout