

COLLEGEWIDE COURSE OUTLINE OF RECORD

BUS 101, INTRODUCTION TO BUSINESS

COURSE TITLE: Introduction to Business

COURSE NUMBER: BUS 101

PREREQUISITES: Demonstrated competency through appropriate assessment or earning a grade of "C" or better in ENG 025 Introduction to College Writing II, ENG 032 Reading Strategies for College II and MAT 044 Mathematics

DIVISION: Business

PROGRAM: Business Administration

CREDIT HOURS: 3

CONTACT HOURS: Lecture: 3

DATE OF LAST REVISION: Spring, 2005

EFFECTIVE. DATE OF THIS REVISION: Fall, 2005

CATALOG DESCRIPTION: Examines the American business system in relation to the economic society. Studies business ownership, organization principles and problems, management, control facilities, administration, and development practices of American business enterprises.

MAJOR COURSE LEARNING OBJECTIVES: Upon successful completion of this course the student will be expected to:

1. Identify the social, legal, and economic challenges of the business environment.
2. Illustrate the impact of ethical practices on business performance.
3. Differentiate between the legal forms of business ownership and organizational structures.
4. Describe the marketing mix/marketing concept.
5. Examine the principles of short- and long-range financial planning.
6. Explain the importance of purchasing and production and their impact on the success of an organization.
7. Describe the characteristics of the franchising industry.
8. Explain the importance of computer knowledge on the success of the organization.
9. Explain the impact of international trade on American business.
10. List and describe the human resource functions in business.
11. Explore career opportunities in business.
12. Identify the functions of management and their role in business.
13. Discuss communication and its effect on the business environment.

COURSE CONTENT: Topical areas of study include -

Business environment
Marketing
Information systems
Business ownership

Operations
Finance
Accounting
Ethics

Planning
Organizing
Leading
Controlling

Global economics
Computers
Management

Human resources
International trade

ACADEMIC HONESTY STATEMENT:

The College is committed to academic integrity in all its practices. The faculty value intellectual integrity and a high standard of academic conduct. Activities that violate academic integrity undermine the quality and diminish the value of educational achievement.

Cheating on papers, tests or other academic works is a violation of College rules. No student shall engage in behavior that, in the judgment of the instructor of the class, may be construed as cheating. This may include, but is not limited to, plagiarism or other forms of academic dishonesty such as the acquisition without permission of tests or other academic materials and/or distribution of these materials and other academic work. This includes students who aid and abet as well as those who attempt such behavior.

ADA STATEMENT:

Ivy Tech State College seeks to provide reasonable accommodations for qualified individuals with documented disabilities. If you need an accommodation because of a documented disability, please contact the Office of Disability Support Services.

If you will require assistance during an emergency evacuation, notify your instructor immediately. Look for evacuation procedures posted in your classroom.