

STATE UNIVERSITY OF NEW YORK
COLLEGE OF TECHNOLOGY
CANTON, NEW YORK

COURSE OUTLINE

BSAD 100 – INTRODUCTION TO BUSINESS

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SCHOOL OF BUSINESS AND LIBERAL ARTS
BUSINESS DEPARTMENT
SPRING 2015

BSAD 100 – INTRODUCTION TO BUSINESS

- A. TITLE: Introduction to Business
- B. COURSE NUMBER: BSAD 100
SHORT TITLE: Intro. To Business
- C. CREDIT HOURS: 3
- D. WRITING INTENSIVE COURSE (OPTIONAL): N/A
- E. WEEKS PER SEMESTER: 15
- F. SEMESTER(S) OFFERED: Fall and Spring
- G. HOURS OF LECTURE, LABORATORY, RECITATION, TUTORIAL, ACTIVITY:
3 hours lecture per week
- H. CATALOGUE DESCRIPTION: This course is a survey of business, introducing the major operations of a business, including **management**, production, marketing, finance, and human resources management. The course also examines the economic, social, political **and global** environment of business. This course will expose students to speakers from varying business disciplines throughout the semester.
- I. PRE-REQUISITES/CO-COURSES: None
- J. Goals (STUDENT LEARNING OUTCOMES):
By the end of this course, the student will:

Course Objective	Institutional SLO
1. Discuss the nature of business and the importance of the profit motive.	1. Communication 2. Crit. Thinking 4. Inter/Intrapersonal Skills
2. Compare and contrast the prevalent economic systems and explain how to measure the health of an economy	1. Communication 2. Crit. Thinking 4. Inter/Intrapersonal Skills
3. Describe the government-business relationship as it exists today in the United States.	1. Communication 2. Crit. Thinking 3. Prof. Competence 4. Inter/Intrapersonal Skills
4. Identify and discuss the basic forms of business ownership.	1. Communication 2. Crit. Competence 3. Prof. Competence 4. Inter/Intrapersonal Skills
5. Identify and describe the four	1.Communication

primary management functions, and the core functions involved in human resource management.	2.Crit. Thinking 3.Prof. Competence 4. Inter/Intrapersonal
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4. Identify and discuss the basic forms of business ownership.
5. Identify and describe the four primary management functions, and core functions involved in human resource management.

K. TEXTS: Contemporary Business, 15e, Boone, L.E., & Kurtz, D.L., John Wiley & sons, 2012

L. REFERENCES:

Daily Newspaper (The Wall Street Journal and The New York Times), Weekly Business Magazines (Business Week, Fortune, Forbes, Industry Week, etc.)

M. EQUIPMENT: Technological enhanced classroom.

N. GRADING METHOD: Standard A-F system

O. MEASUREMENT CRITERIA/METHODS: Exams, assignments, and research paper.

P. DETAILED TOPICAL OUTLINE: See next page

Q. LABORATORY OUTLINE: N/A

DETAILED OUTLINE

TOPICS

I. Introducing Business Today in a Global Environment

- A. Foundations and Challenges of Business
- B. Global Business
- C. Ethical and Social Responsibilities of Business

II. Starting A Business

- A. Forms of Business Ownership
- B. Small Business, New Ventures, and Franchises

III. Managing A Business

- A. Management Fundamentals
- B. Organization, Teamwork, and Communication
- C. Production of Quality Goods and Services

IV. Managing Human Resources

- A. Human Relations, Motivation, and Performance
- B. Human Resource Management
- C. Employee-Management Relations

V. Managing Marketing

- A. Marketing and Customer Satisfaction
- B. Product and Pricing Decisions
- C. Distribution
- D. Promotion

VI. Managing Information Systems and Accounting

- A. Computers and Information Technology
- B. Accounting

VII. Managing Financial Resources

- A. Banking and Financial Management
- B. Securities Markets

VIII. Special Topics in Business

- A. Government Regulations, Taxation, and Business Law
- B. Risk Management and Insurance
- C. The Internet and Business Success