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:

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Institutional SLO</th>
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| 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                                        |
1. Discuss the nature of business and the importance of the profit motive.
2. Compare and contrast the prevalent economic systems and explain how to measure the health of an economy.
3. Describe the government-business relationship as it exists today in the United States.
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.


L. REFERENCES:


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