

Date Adopted: _____

Date Reviewed: Aug 2015

Date Revised: Aug 2015

BUS 100 – Introduction to Business

I. BUS 100 –Introduction to Business –3 Semester Hours

II. Course Description

This is a survey course designed to acquaint the student with American business as a dynamic process in a global setting. Topics include the private enterprise system, forms of business ownership, marketing, factors of production, personnel, labor, finance, and taxation.

III. Prerequisite

None

IV. Textbook

Textbook: Foundations of Business

Publisher: Cengage

Authors: Pride, Hughes, & Kapoor

V. Course Objectives

1. The student will gain an understanding of the American Economic System.
2. The student will acquire knowledge about selecting forms of business ownership.
3. The student will understand the concept of marketing.
4. The student will gain an understanding of productions and operations management.
5. The student will gain an understanding of human relations in business.
6. The student will gain knowledge about labor-management relations.
7. The student will learn the role of money in the American Banking System.
8. The student will gain an understanding of long-term financing and the investor.
9. The student will have the knowledge of and be able to apply skills needed for workplace readiness including problem solving, self-management, and teamwork.

VI. Course Outline of Topics

1. The student will gain an understanding of the American Economic System.
Each student will demonstrate this knowledge by his/her ability to:
 - a) describe the important characteristics of the private enterprise system.
 - b) compare and contrast the advantages and disadvantages of capitalism, socialism, and communism.
 - c) explain how consumers, producers, and the government make our economic system work.
 - d) list the four factors of production and explain how they are essential to our economy.
 - e) explain how the American government tries to balance our economy.
2. The student will acquire knowledge about selecting forms of business ownership.
Each student will demonstrate this knowledge by his/her ability to:
 - a) compare and contrast sole proprietorships, partnerships, and corporations, and list the advantages and disadvantages of each.
 - b) distinguish between secret, silent, dormant, and nominal partners.
 - c) distinguish between domestic, foreign, and alien corporations.
 - d) discuss corporate growth trends that have occurred in the twentieth century.
 - e) compare and contrast the various alternative forms of ownership.

3. The student will understand the concept of marketing as evidenced by his/her ability to distinguish between the eight functions of marketing.
4. The student will gain an understanding of productions and operations management as demonstrated by his/her ability to describe how the process of coordinating production relates to operations management.
5. The student will gain an understanding of human relations in business.
Each student will demonstrate student will demonstrate their understanding by his/her ability to:
 - a) determine both human relations in organizations and the Hawthorne Studies.
 - b) discuss motivation through management by objectives.
6. The student will gain knowledge about labor-management relations as demonstrated by his/her ability to explain what unions are and why they began.
7. The student will learn the role of money in the American Banking System as evidenced by his/her ability to explain the role of money in the modern capitalistic system and describe the structure and organization of the Federal Reserve System.
8. The student will gain an understanding of long-term financing and the investor as demonstrated by his/her ability to explain the various sources of internal and external capital available for corporations.
9. The student will have knowledge of and be able to apply skills needed for workplace readiness including problem solving, self-management and teamwork.
The student will:
 - a) be able to explain the problem solving process and importance to success on the job.
 - b) be able to discuss the importance of self-management in relation to success on the job.
 - c) be able to explain the importance of teamwork in today's workplace.
 - d) demonstrate skills required in today's workplace including:
 - e) setting personal performance goals.
 - f) taking responsibility for his/her performance.
 - g) adapting to change.
 - h) working with diverse groups.
 - i) resolving conflicts among team members.

VII. Evaluation and Assessment

Evaluation and assessment will be determined by the instructor and specified on the instructor's class syllabus. Grades will be based upon following scale: A = 90 – 100%, B = 80 – 89%, C = 70 – 79%, D = 60 – 69%, and F = below 60%.

VIII. Attendance

Students are expected to attend all classes for which they are registered. Students who are unable to attend class regularly, regardless of the reason or circumstance, should withdraw from that class before poor attendance interferes with the student's ability to achieve the objectives required in the course. Withdrawal from class can affect eligibility for federal financial aid.

IX. Statement on Discrimination/Harassment

The College and the Alabama State Board of Education are committed to providing both employment and educational environments free of harassment or discrimination related to an individual's race, color, gender, religion, national origin, age, or disability. Such harassment is a violation of State Board of Education policy. Any practice or behavior that constitutes harassment or discrimination will not be tolerated.

X. Americans with Disabilities

The Rehabilitation Act of 1973 (Section 504) and the Americans with Disabilities Act of 1990 state that qualified students with disabilities who meet the essential functions and academic requirements are entitled to reasonable accommodations. It is the student's responsibility to provide appropriate disability documentation to the College. The ADA Accommodations Office is in FSC 305 (205-856-7731).