

# BUS 100 – Introduction to Business

## Course Description

Provides a foundation in business operations through a survey of major business functions (management, production, marketing, finance and accounting, human resource management, and various support functions). Offers an overview of business organizations and the business environment, strategic planning, international business, and quality assurance.

## Instructional Materials

Kelly, M., McGowen, J., & Williams, C. (2014). *BUSN* (6th ed.). Mason, OH: South-Western Cengage Learning.

## Course Learning Outcomes

1. Discuss basic business elements and considerations for starting a business.
2. Explain a capital market system, the role of competition in a market economy, and how it impacts decision making.
3. Define entrepreneurship and the nature and importance of small businesses in the U.S. economy.
4. Identify the basic components of the marketing process including marketing research, marketing strategy, product, promotion, pricing, and distribution.
5. Explain the elements that foster effective communication in business.
6. Explain the role of human resources, human resource management, human resource strategies, and employment law within an organization.
7. Describe the fundamental components of production, operational processes, and management including efficiency and quality measurements.
8. Explain accounting and financial basics including planning, budgeting, resource allocation, and sources of funding.
9. Describe the key business management functions.
10. Discuss the roles of ethics and social responsibilities in business.
11. Describe the global economic environment that impacts U.S. business.
12. Use technology and information resources to research issues in business.
13. Write clearly and concisely about business issues using proper writing mechanics.