Course Syllabus

Department: Business

Date: October 23, 2015

I. Course Prefix and Number: BUS 120

   Course Name: Introduction to Business

   Credit Hours and Contact Hours: 3 credit Hours / 3 Contact Hours

   Catalog Description including pre- and co-requisites:

   Introduction to such business factors as ownership, careers, economic systems, competition, organizational structures, management, production, marketing, finance, business ethics, and current topics.

   Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:

   This course is required for the following degrees:
   - A.S. & A.A.S. Business Administration
   - Administrative Assistant
   - Accounting
   - Marketing

   It is also an elective for all other degrees housed in the Business Department.

II. Course Student Learning Outcomes:

   At the completion of this course, the student will be able to:

   1. Demonstrate knowledge of foundations of American business
   2. Identify the basic forms of business enterprise
   3. Identify the ethical and social responsibilities of business
   4. Demonstrate knowledge of the foundations of international business
   5. Identify the fundamentals of e-Business
   6. Demonstrate knowledge of the fundamentals of management
   7. Demonstrate knowledge of the fundamentals of marketing and consumer behavior
   8. Demonstrate knowledge of the basic financial aspects of business
   9. Identify resources available for business research.
College Learning Outcomes Addressed by the Course: (check each College Learning Outcome addressed by the Student Learning Outcomes)

☐ writing  ☐ computer literacy
☐ oral communications  X ethics/values
X reading  ☐ citizenship
☐ mathematics  X global concerns
X critical thinking  X information resources

III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed): For each identified outcome checked, please provide the specific assessment measure.

<table>
<thead>
<tr>
<th>List identified College Learning Outcomes(s)</th>
<th>Specific assessment measure(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reading</td>
<td>Students will be required to read the textbook throughout the course in order to demonstrate knowledge of the material and complete assignments.</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>Students will be presented with a variety of business and ethical issues throughout the course (in written assignments, tests, and class discussions) for which they will have to determine appropriate resolutions.</td>
</tr>
<tr>
<td>Ethics / Values</td>
<td>Specifically, this course will instruct on ethics as it relates to the business environment. Students will be tested on ethics as well as receive assignments relating to ethics.</td>
</tr>
<tr>
<td>Global Concerns</td>
<td>Students will be instructed on the international business environment. Students will be tested on this topic.</td>
</tr>
<tr>
<td>Information Resources</td>
<td>Students will be introduced to resources available for business research and will receive assignments using such resources.</td>
</tr>
</tbody>
</table>

IV. Instructional Materials and Methods

Types of Course Materials:

Textbook

Methods of Instruction (e.g. Lecture, Lab, Seminar …):
V. General Outline of Topics Covered:

1. Definition of Business
2. Types of Economic Systems & Performance
3. Types of Competition
4. Business Ethics & Social Responsibility
5. Global Business
6. Forms of Business Ownership
7. eBusiness
8. Management Process
9. Organizational Structure of a Business
10. Motivating and Satisfying Employees
11. Marketing
12. Products: Creating and Pricing
13. Accounting Information
14. Money, Banking & Credit as it Relates to Business
15. Financial Management
16. Personal Finance & Investments