BUS 120 Introduction to Business

General Information

Date
March 13th, 2018

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Department
Business

Course Prefix
BUS

Course Number
120

Course Title
Introduction to Business

Course Information

Credit Hours
3

Lecture Contact Hours
3

Lab Contact Hours
0

Other Contact Hours

Catalog Description
Introduction to such business factors as ownership, careers, economic systems, competition, organizational structures, management, production, marketing, finance, business ethics, and current topics. This course is also designed as a first year seminar for students entering the AS and AAS Business Administration programs. This course prepares students to take higher level business courses, or serve as a general survey course for non-business students.

Key Assessment
This course does not contain a Key Assessment for any programs

Prerequisites
None

Co-requisites

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First Year Experience/Capstone Designation

This course is designated as satisfying the outcomes applicable for status as a First Year Experience

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

- Inquiry
- Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Align their course of study according to their career ambitions and the differences between the various business programs

2. Compare and contrast the three different forms of business organizations

3. Discuss ethical issues and social responsibility opportunities for businesses

Outline of Topics Covered

1. First Year Seminar
   1. Programs in Business Department—student confirms current program
   2. Student identifies preferred field of study

2. Introduction to Business
   1.
Economic Systems

2. History of Business

3. Ethics and Social Responsibility
   1. Ethics
   2. Social Responsibility

4. Global Business
   1. Methods of Entering
   2. Restrictions

5. Types of Business
   1. Sole Proprietorship
   2. Partnerships
   3. Corporations
   4. Other forms

6. Small Business
   1. Entrepreneurs
   2. Importance of Small Business

7. Management Process
   1. Functions
   2. Types of Managers
   3. Skills

8. Organization
   1. Types of Organization Charts
   2. Structure

9.
Human Resources
  1. Planning
  2. Training
  3. Appraisal

10. Motivation
  1. History of Motivation
  2. Contemporary Views

11. Marketing
  1. Marketing Concept
  2. Strategy

12. Product and Pricing
  1. Product Management
  2. Pricing Methods

13. Distribution and Promotion
  1. Place Function
  2. Promotion Methods

14. E-Business
  1. Social Media
  2. E-Business Modules

15. Accounting
  1. Accounting Cycle
  2. Financial Statements

16. Finance
  1.
Planning

2. Methods of Finance