Wayne County Community College District

COURSE SYLLABUS

BUS 150   Introduction to Business

CREDIT HOURS: 3.0   **CONTACT HOURS:** 45.00

COURSE DESCRIPTION:
An examination of the legal, economic and organizational environments in which modern business operates, including the global dimension of business. A survey approach to the functional areas of business-accounting, information systems, research, finance, management, supervision, human resources and marketing and how they relate to the overall organization.

PREREQUISITES: NONE

EXPECTED COMPETENCIES
Upon successful completion of this course, the student will:
1.   Identify and describe the influence of the environments created by the economy, technology, competition, diversity, global opportunities, and social responsibility.
2.   Compare the advantages and disadvantages of the major forms of business ownership and discuss why many people are willing to accept the risks of entrepreneurship.
3.   Understand the need for management in business organizations, the role of management in developing an organizational structure, and the process of producing products and services that satisfy customers.
4.   Describe the management role of acquiring and retaining human resources and creating a supportive work environment.
5.   Explain the marketing function and describe the concepts and processes involved in designing product strategy, promotion strategy, distribution strategy, and pricing strategy.
6.   Explore the ways of using technology to manage information and to understand accounting's role in managing financial information.
7.   Describe the financial management function and the role of money and financial institutions and to illustrate the concepts and processes involved in managing the acquisition and allocation of short-term and long-term funds.

ASSESSMENT METHODS:
Student performance may be assessed by examination, quizzes, case studies, oral conversation, group discussion, oral presentations. The instructor reserves the option to employ one or more of these assessment methods during the course.

GRADING SCALE:
90%-100% = A
80%-89.9%= B
70%-79.9%= C
60%-69.9%= D
<60% = E