

SYLLABUS
PART I
EDISON COMMUNITY COLLEGE
BUS 110S INTRODUCTION TO BUSINESS
3 CREDIT HOURS

COURSE DESCRIPTION

A description of the American business system, its organization and environment, and the basic functions of finance, production and marketing. team approach to developing solutions for small business problems is utilized.

COURSE OBJECTIVE

General: The course is designed to lay the foundation for the student's business studies. It is designed to introduce and familiarize the student with a broad range of principles, concepts, and terminology relating to many areas of business. Because of the wide variety of material, depth in any one area will be limited. However, it is anticipated that the student will pursue specific courses in the different areas and build upon this foundation.

COURSE GOALS

The student will:

Bloom's Level		Program Outcomes
2,1	1. Describe the economic system of the United States and the free enterprise system.	6
5,4	2. Compare and contrast capitalism, socialism, and communism and reach his/her own conclusions about what a successful world economy should be.	6
2	3. Explain the trend toward small businesses.	6,8,9,10
2	4. Explain the issue of trade deficits.	2,6
1	5. Examine the social responsibility of businesses.	2
2	6. Summarize the major causes of small business failures.	4,6,8
2	7. Explain what a market is and why it is important for a business person to know the market.	6,8
3	8. Define the basic forms of business ownership.	6,8
2	9. Discuss the marketing process and its importance.	6,8
2,5,3	10. Explain the differences between managers and leaders and compare the characteristics and uses of the various leadership styles.	7
2,1	11. Describe the three general categories of skills needed by top, middle, and first-line managers.	7
2	12. Distinguish between different kinds of risk and identify the four ways businesses handle risks.	4,7

CORE VALUES

The Core Values are a set of principles which guide in creating educational programs and environments at Edison. They include communication, ethics, critical thinking, human diversity, inquiry/respect for learning, and interpersonal skills/teamwork. The goals, objectives, and activities in this course will introduce/reinforce these Core Values whenever appropriate.

TOPIC OUTLINE

1. Exploring Trends in Dynamic Business
2. Understanding Global and Domestic Economics
3. Competing in Global Markets
4. Demonstrating Ethical Behavior and Social Responsibility
5. Owning a Business
6. Entrepreneurship and the Challenge of Starting a Small Business
7. Leadership, Management, and Employee Empowerment
8. Organizing a Customer-Driven Business
9. Producing World-Class Products and Services
10. Motivating Employees and Building Self-Managed Teams
11. Human Resource Management: Finding and Keeping the Best Employees
12. Dealing With Employment-Management Issues and Relationships
13. Marketing: Building Customer Relationships
14. Developing and Pricing Quality Products and Services
15. Distributing Products Efficiently and Competitively
16. Promoting Products Using Integrated Marketing Communication
17. Using Technology to Manage Information
18. Understanding Financial Information and Accounting
19. Using Financial Resources
20. Financing and Investing Through Securities Markets
21. Understanding Money and Financial Institutions
22. Developing and Managing Your Personal Finances