

Virginia Western Community College

BUS 100

Introduction to Business

Prerequisites

none

Course Description

Presents a broad introduction to the functioning of business enterprise within the U.S. economic framework. Introduces economic systems, essential elements of business organization, production, human resource management, marketing, finance, and risk management. Develops business vocabulary.

Semester Credits: 3 Lecture Hours: 3 Lab/Clinical/Internship Hours: 0

Required Materials

Textbook:

Understanding Business, 11th Edition, Nickels, McHugh, and McHugh. (McGraw Hill).

Other Required Materials:

Connect Code, for hybrid and distance learning classes

Course Outcomes

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

- Understand how the environment affects business. Including:
 - Economics
 - Global Markets
 - Ethics/socially responsibility
 - Legal
- Define the forms of business ownership
- Appreciate entrepreneurship and small business management.
- Describe the four functions of management.
- Define production-operations management.
- Describe the marketing process.
- Understand the human resource management function.
- Define financial management.
- Describe the U.S banking system and the functions of a bank.

Topical Description

Taking Risks and Making Profits within the Dynamic Business Environment
Understanding Economics and How It Affects Business
Doing Business in Global Markets
Demanding Ethical and Socially Responsible Behavior
How to Form a Business
Entrepreneurship and Starting a Small Business
Working within the Legal Environment
Structuring Organizations for Today's Challenges
Producing World-Class Goods and Services
Management and Leadership
Motivating Employees
Human Resource Management: Finding and Keeping the Best Employees
Marketing: Helping Buyers Buy
Financial Management
Using Securities Markets for Financing and Investing Opportunities
Money, Financial Institutions, and the Federal Reserve

Notes to Instructors

- All topics must be covered.
- Departmental exam is required (Cumulative)
- Integrate teamwork and presentations into class as allowed