

Virginia Western Community College

BUS 100

Introduction to Business

Prerequisites

none

Course Description

Exposes students to the functions and topics of modern business, including economics, management, finance, accounting, marketing, production, international business, small business, and other areas of general business interest. Guides students in establishing a viable business vocabulary, fostering critical and analytical thinking, and refining business decision-making skills.

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

Required Materials

Textbook:

Understanding Business, 12th Edition, Nickels, McHugh, and McHugh. (McGraw Hill). (IncludED)

Other Required Materials:

IncludED starting Fall 2018

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.

Course Objectives

General Learning Outcome Topics	Specific Student Learning Outcomes The student will be able to...
Critical Thinking	Create, evaluate, interpret, and combine information to reach well-reasoned conclusions or solutions.
Written Communication	Express business-related ideas effectively in a variety of written forms.

Course Major Topics	Specific Student Content Learning Outcomes The student will be able to...
Role of Business	Explain the overall concept and purpose of business.
Economic Environment	Identify the internal functions and external economic forces that shape the business environment and then describe how economic forces impact business.
Financial Markets and Systems	Explain how businesses obtain and use capital within the U.S. Monetary System.
Global Environment	Describe economic, cultural and ethical factors impacting global trade.
Legal Environment	Explain the purpose and characteristics of laws affecting business.
Business Ethics and Social Responsibility	Differentiate between legal and ethical behavior in business.
Business Ownership	Identify and explain the various forms of business ownership.
Business Ownership	Identify and describe the steps necessary to start a business.
Management and Leadership	Identify and describe management and leadership in business.
Motivating Employees	Identify and describe concepts and theories used in business to motivate employees.
Teamwork and Communication	Describe characteristics of teams.

Teamwork and Communication	Identify contemporary business communication practices and issues.
Operations Management	Explain key functions and importance of operations management in the production of goods and services.
Marketing	Describe marketing concepts, strategies, and the importance of digital marketing and social networking.
Human Resource Management	Explain how the functions of human resource management contribute to business performance.
Accounting and Finance	Define how the key Financial Statements are used to communicate business performance.
Accounting and Finance	Calculate profitability, liquidity and measurements

Notes to Instructors

- All course will use IncluED starting Fall 2018
- All topics must be covered.
- Departmental exam is required (Cumulative)
- Integrate teamwork and presentations into class as allowed

[ADA Statement \(PDF\)](#)

[Title IX Statement \(PDF\)](#)