

NORTHWESTERN CONNECTICUT COMMUNITY COLLEGE

COURSE SYLLABUS

Course Title: Introduction to Business

Course #: BBG* 101

Course Description: This course introduces the basic principles of business management and surveys a broad range of topics that relate to contemporary business practices. It explores business trends, business ownership and entrepreneurship, strategic management, human resource development, marketing, finance, information technology, and business career opportunities. Three (3) semester hours.

Prerequisite: Eligibility for ENG* 101W.

Goal: To obtain knowledge of a broad range of business topics and concepts necessary to successfully operate in today's changing business environment.

Outcomes: By the end of the course, the student should be able to:

- define business and discuss the role of business in the economy.
- analyze the environment in which business operates.
- define economics and describe the effect of economic conditions on business performance.
- explain the free market system and supply and demand.
- discuss business opportunities in the world economy.
- analyze strategies for reaching global markets and discuss barriers to international trade.
- define ethics and describe the role of business in promoting ethical behavior at all levels in business operations.
- define social responsibility and examine the impact on stakeholder groups.
- explain the importance of excellent oral and written business communication.
- examine sole proprietorships, partnerships, corporations, and limited liability companies as legal forms of business ownership and describe the advantages and disadvantages of each.
- explain the reasons to launch a small business.
- describe the typical entrepreneurial mindset and characteristics.
- discuss funding options for small business.
- analyze the opportunities and threats that small businesses face.
- discuss ways to become a new business owner and tools to facilitate success.
- examine the importance of the accounting function, its major uses, and major financial statements.
- identify the goal of financial management and describe the tools managers use to evaluate their company's financial condition and develop financial plans.

- explain the role of financial markets in the U.S. economy and identify the key players in these markets.
- discuss the marketing process and how it drives business activities.
- explain marketing strategy and the marketing mix.
- describe the production function: its purposes, elements, and processes.
- explain product and identify product classifications.
- discuss the channels of distribution and methods of pricing.
- discuss the role of management in business organizations and its importance to organizational success.
- explain the role of management in developing an organizational structure, acquiring human resources, and creating a supportive work environment.
- summarize the different methods of motivating employees in the workplace.
- explain the importance of human resources to business success.
- discuss why managing information and technology is essential in order for organizations to conduct business.
- define operations management and describe how its role has changed over the last five decades.
- explain how changes in technology have revolutionized operations management.
- demonstrate successful individual and team workplace skills.