

Date Prepared: July 5, 2000

COURSE OUTLINE

 New X Revised

Effective Date: August 22, 2000

1. **COURSE PREFIX NUMBER:** BUS 100 **CREDIT HOURS:** 3
2. **COURSE TITLE:** Introduction to Business
3. **PREREQUISITES:** None
4. **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. Lecture 3 hours per week.
5. **CONTENT:** (Major Headings)
 - a. Business and Its Environment
 - b. Management and Organization
 - c. People and Production
 - d. Marketing
 - e. Finance and Risk Management
 - f. Government
 - g. International Business Regulation and Business Law

6. **GENERAL COURSE OBJECTIVES:**

Upon successful completion of the course, the student will be able to

- a. Describe how business institutions operate in our modern political, social and economic environments.
- b. Identify the various business functions and their essential nature to business and society.
- c. Acquire some basis for choosing his\her area of concentration.
- d. Expand and enrich his\her business vocabulary as a foundation for future study in business.
- e. Develop a basis for selecting a business career.