

SYLLABUS

BADM 114 - Introduction to Business

3 CREDITS

CATALOG DESCRIPTION

A survey course presenting an overall integrated picture of American business and its operations. Included are such topics as forms of business ownership, management, internal organization, production, personnel, labor relations, marketing, short-term and long-term finance, insurance, accounting principles, business law, and entrepreneurship.

Semester Offered: Fall, Spring, Summer

Prerequisites: NONE

Co-requisites: NONE

<i>Common Student Learning Outcomes</i>	
<i>Upon successful completion of San Juan College programs and degrees, the student will....</i>	
<i>Learn</i>	<i>Students will actively and independently acquire, apply and adapt skills and knowledge to develop expertise and a broader understanding of the world as lifelong learners.</i>
<i>Think</i>	<i>Students will think analytically and creatively to explore ideas, make connections, draw conclusions, and solve problems.</i>
<i>Communicate</i>	<i>Students will exchange ideas and information with clarity and originality in multiple contexts.</i>
<i>Integrate</i>	<i>Students will demonstrate proficiency in the use of technologies in the broadest sense related to their field of study.</i>
<i>Act</i>	<i>Students will act purposefully, reflectively, and respectfully in diverse and complex environments.</i>

GENERAL LEARNING OBJECTIVES

1. Explain how business affects the quality of life in the world around us.
2. Explain the characteristics of the different business ownership forms (corporation, partnership, sole proprietorship, etc).
3. Perform basic stakeholder analysis concerning accountability, ethics and social responsibility of business.
4. Demonstrate knowledge of the various dimensions of the business environment including political and legal, socio-cultural, environmental issues, diversity, financial and economic.
5. Understand the purpose and content of the business plan including fundamentals of the financial plan, the operations planned, the marketing plan and a management plan.
6. Demonstrate basic skills such as information search skills, presentation skills, writing skills and team skills.

7. Explain how current trends and concepts affect business organizations.
8. Demonstrate knowledge in marketing activities as they relate to business and consumer.

SPECIFIC LEARNING OUTCOMES

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

1. Describe the concepts, principles, and operations of the private enterprise system (capitalism) and compare it to other economic systems.
2. Demonstrate an understanding of how supply and demand control resource distribution and price.
3. Compare sole proprietorship, partnership and corporation as legal forms of business ownership; the nature of each, the processes involved in creating each, and the advantages and disadvantages of each.
4. List and describe the various types of competition and the characteristics of each form.
5. Explain a historical perspective of business and its development in the United States as it relates to the state of business today.
6. Define the process of corporate governance and administration.
7. Recognize the significance of and international business and the economic and cultural changes that this entails for business and individuals.
8. Comprehend the forms of international business involvement and the advantages and disadvantages of each as well as the basic terminology and concepts of international business.
9. Define and describe the concept of globalization.
10. Explain how individual ethics impacts the individual in both the organization and society.
11. Identify the need for ethical responsibility, ethics programs, and social responsibility in business.
12. List the different ethical approaches of organizations.
13. Describe the need for management in business organizations and the role of management in developing an organization structure, acquiring organizational resources, and creating a supportive work environment.
14. Explain the importance of efficient and effective management in the creation of stakeholder value through the four functions of management.
15. Point out the role and function of corporate culture in organizational effectiveness.
16. Stay to relationship between strategy and structure in organization including the roles of specialization and departmentalization.
17. To find entrepreneurship and the role of small business in the creation of economic growth through job creation and innovation.
18. Identify the role of motivation and the related concepts of job satisfaction and employee morale in organizational success.
19. Relate the role of leadership to organizational effectiveness and employee motivation to leadership.
20. Explain the nature of the situation to the style of effective leadership and management.

21. Describe the relationship between effective utilization of human resources and organizational effectiveness and relate that practices and labor management relations.
22. Illustrate the marketing function in the concepts and processes involved in designing product strategy, promotional strategy, distribution strategy, and pricing strategy.
23. Recognize the importance and the role of the financial management function, illustrate the concepts and the processes involved in managing the acquisition and allocation of short and long-term funds, and demonstrate the importance of the banking system.
24. Explain the risk management function and the concepts, processes, and strategies involved in managing risk in a business.
25. Discuss the information management function and describe the concepts and processes involved in creating and utilizing a management information system.
26. Describe the activities of the accounting function, its major users, and the uses of major financial statements and ratio analysis in measuring organizational effectiveness.

Syllabus developed by Murdoch Maloney **Date** January 22, 2007

Syllabus reviewed by Nancy Shepherd **Date** April 07, 2009

A copy of syllabus is on file in the dean's office.