

COURSE INFORMATION

COURSE PREFIX/NO: BUS 101
COURSE TITLE: Introduction to Business
LEC HRS/WEEK: 3.0
LAB HRS/WEEK: 0.0
CREDIT HRS/SEMESTER: 3.0

[Distance Learning Attendance/VA Statement](#)
[Textbook Information](#)

COURSE DESCRIPTION

This course is a study of the nature of business activity in relation to the economic society, including how a business is owned, organized, managed, and controlled.

COURSE COMPETENCIES

Upon successful completion of this course, the student should be competent to perform the following tasks.

Module 1 – Business in a Global Environment

- Describe the private enterprise system, the development of the US economy and the business opportunities and challenges.
- Describe changing technology and the importance of quality and customer satisfaction.
- Discuss competition in the global marketplace.
- Discuss ethics and social responsibility of businesses.
- Distinguish between micro and macro economics.
- Compare supply and demand.
- Contrast the type of economic systems and identify market structures in a private enterprise system.
- Discuss how economists evaluate performance.
- Discuss international trade in regards to: why nations trade, exchange rates, barriers, trade organizations, etc.

Module 2 – Starting and Growing Your Own Business

- Explain the role of vision in business success.
- Explain the role of small business.
- Explain how franchising provides opportunities.
- Identify and explain the basic forms of business.
- Distinguish between an entrepreneur and a manager.
- Discuss how the Internet provides new ways to success.
- Summarize the four Internet functions and the four forms of e-commerce.
- Explain how companies develop and manage Web sites.

Module 3 – Management and Organization

- Describe the benefits of planning, the steps in strategic planning, and the SWOT method of analysis.
- Define “management” and “managerial skills.”
- List the steps in the decision making process.
- Define “leadership” and identify different leadership styles.
- Describe the purposes of organizational structure.
- Explain the importance of effective communications.

Module 4 – Human Resources

- Discuss the methods of recruiting, selection and employee orientation.
- Discuss the importance of training and development
- Discuss employee performance appraisals and evaluation.
- Identify the historical perspectives of motivation
- Discuss key motivation techniques.
- Identify the characteristics of an effective team and summarize the steps in team development.
- Discuss the historical development of unions.
- Discuss conflict resolution

Module 5 – Marketing Management, Managing Financial Resources and Risk Management

- Summarize the ways in which marketing creates utility.
- Describe the marketing concept and marketing strategies.
- Define “relationship marketing.”
- Identify each of the segmentation methods.
- Describe the characteristics of money and the functions of money.
- Describe the categories of financial instructions and the functions of the Federal Reserve.
- Explain the concept of risk and the methods of dealing with risk.

Module 6 – Semester Project

- The BUS 101 Business Analysis Project:
 - Research a company to find basic information including:
 - The mission and vision statement
 - The annual report
 - Names and backgrounds of the CEO and other key officers
 - Analyze management decisions to determine major plans goals and strategies of a company in the following areas:
 - Products and Services
 - Marketing
 - Operations
 - Ethics and Social Responsibility
 - Analyze a company’s product and marketing goals and how they relate to the industry and competitors.
 - Analyze financial information including income statements and stock information to determine the health and performance of a company.
 - Conduct a SWOT analysis for a company.

MINIMAL STANDARDS AND PERFORMANCE OBJECTIVES

Through lectures and discussions, the student will cover the textbook materials of the assigned chapters.

In-class assignments, exercises, discussions, written cases, and video cases will provide relevant, current real-world examples of business experiences. Assignments will utilize varied resources and give students hands-on experience applying the Internet as a business tool. Study guide materials may be completed during and/or outside of class.

The student will demonstrate mastery of modules through completion of module assessments. The student will take all module assessments in the classroom on designated test dates.

The student’s final score is the average of the five module assessment scores. A student with an overall average score of 60% or better will receive 3 hours credit for the course. Business programs require a minimum grade of “C” or better.

COURSE REQUIREMENTS

Attendance

The attendance policy as stated in the York Technical College Handbook will be enforced.

Other Requirements

Each student is responsible for reading and studying assigned chapters, completing all assignment, and taking all assessments. Any student who must withdraw from the course must notify the instructor. Withdrawal by mid-term is with a "W."

Academic Honesty

In accordance with the student conduct information in the York Technical College Handbook and Catalog, "The College expects all students to conduct themselves with dignity and to maintain high standards of responsible citizen." Any student caught cheating or involved in any other academic dishonesty will be given a grade of zero and may be subject to further disciplinary action. All other regulations as specified in the handbook will be followed.

EVALUATION STRATEGIES AND GRADING

Grades will be based on the average of the five module assessments. The assessments will include one written exam per module along with homework, group work, and/or other written assignments.

The following scale will be the standard:

Score	Grade
90 – 100	A
80 – 89	B
70 – 79	C
60 – 69	D
< 60	F

Your final course grade will be based on the following proportions:

Module 1	15 percent (Exam 1: 10%; Homework: 5%)
Module 2	15 percent (Exam 2: 10%; Homework: 5%)
Module 3	15 percent (Exam 3: 10%; Homework: 5%)
Module 4	15 percent (Exam 4: 10%; Homework: 5%)
Module 5	15 percent (Exam 5: 10%; Homework: 5%)
Module 6 Semester Project	25 percent (Paper 20%, Presentation 5%)

ENTRY LEVEL SKILLS: None

PREREQUISITES AND CO-REQUISITES: None

DISABILITIES STATEMENT

Any student who feels s/he may need an accommodation based on the impact of a disability should contact the Special Resources Office (SRO) at 803-327-8007 in the 300 area of Student Services. The SRO coordinates reasonable accommodations for students with documented disabilities.