

11/28/2022 DATE

REQUIRED COURSE  
 ELECTIVE COURSE

Business DIVISION  
 NEW COURSE  
 REVISION

## Lake Land College

### Course Information Form

<b>COURSE NUMBER:</b>		BUS-142		<b>TITLE: (30 Characters Max)</b>		Introduction to Business											
<b>SEM CR HRS:</b>		3		<b>Lecture:</b>		3		<b>Lab:</b>		0		<b>ECH:</b>		3			
<b>Course Level:</b>		<input type="checkbox"/> Gen Ed / IAI <input type="checkbox"/> Baccalaureate /Non-IAI		<input type="checkbox"/> Career/Technical <input type="checkbox"/> Dev Ed/ Not in Degree Audit		<b>Clinical Practicum:</b>		0		<b>Work-based Learning</b>		0		<b>WBL ECH:</b>		0	
<b>COURSE PCS #</b>		11 - 52. 0101		<b>IAI Code</b>						<b>Contact Hours (Minutes Per Week)</b>							
<b>Repeatable (Y/N):</b>				<b>Pass/Fail (Y/N):</b>		N		<b>Variable Credit (Y/N):</b>		N		<b>Min:</b>		<b>Max:</b>		16 Wks 150 8 Wks 300	
<b>Prerequisites:</b>																	
<b>Catalog Description: (40 Word Limit)</b>		Covers the objectives, organization, and role of business in the free-enterprise system. The course is designed to provide an overview of the field of business and to provide a framework into which specialized fields may be studied.															

List the Major Course Segments (Units)		Contact Lecture Hours	Contact Lab Hours	Clinical Practicum	Work-based Learning
1	A. Foundations of Business and Economic Systems	4			
2	B. Global Dimensions of Business	4			
3	C. Social Responsibility and Ethics	3			
4	D. Forms of Business Ownership	3			
5	E. Small Business, Franchising, and Entrepreneurship	3			
6	F. E-Commerce and Broadband Technology	3			
7	G. Fundamentals of Business Management	5			
8	H. Human Resource Management and Labor-Management Relations	4			
9	I. Marketing and Promotional Strategy	6			
10	J. Financial Management and Banking	4			
11	K. Accounting and Information Systems	4			
12	L. Marketable Securities	2			
13					
14					
15					
16					
17					
<b>TOTAL</b>		45	0	0	0

EVALUATION					
<b>QUIZZES</b>	<input checked="" type="checkbox"/>	<b>EXAMS</b>	<input checked="" type="checkbox"/>	<b>ORAL PRES</b>	<input type="checkbox"/>
<b>LAB WORK</b>	<input type="checkbox"/>	<b>PROJECTS</b>	<input checked="" type="checkbox"/>	<b>COMP FINAL</b>	<input type="checkbox"/>
				<b>PAPERS</b>	<input type="checkbox"/>
				<b>OTHER</b>	<input type="checkbox"/>

COURSE MATERIALS	
<b>TITLE:</b>	Business Foundations: A Changing World 12th Edition
<b>AUTHOR:</b>	Ferrell, Hirt, and Ferre II
<b>PUBLISHER:</b>	McGraw Hill Education
<b>VOLUME/EDITION/URL:</b>	12th Edition ISBN # 9781307429817
<b>COPYRIGHT DATE:</b>	2020

MAJOR COURSE SEGMENT	HOURS	LEARNING OUTCOMES
		<i>The student will be able to:</i>
A. Foundations of Business and Economic Systems	4	1. Explain what a business is. 2. Define competition and degrees of competition which exist in a free enterprise system. 3. Define the concepts of Gross Domestic Product, Gross National Product, and productivity. 4. Define microeconomics and macro-economics, and discuss important concepts of each.

B. Global Dimensions of Business	4	<ol style="list-style-type: none"> <li>1. Explain the importance of international business.</li> <li>2. Define the concepts involved in international business, including: balance of trade, balance of payments, exchange rate, specialization, and counter-trade.</li> <li>3. Define multinational corporation and differentiate global strategy from multinational strategy.</li> <li>4. Identify the major barriers to inter-</li> <li>4. Identify the major barriers to international trade.</li> </ol>
C. Social Responsibility and Ethics	3	<ol style="list-style-type: none"> <li>1. Explain the concepts of social responsibility and business ethics.</li> <li>2. Explain the difference between government regulation and self-regulation.</li> <li>3. Explain ways in which social responsibility can be measured.</li> </ol>
D. Forms of Business Ownership	3	<ol style="list-style-type: none"> <li>1. List the basic forms of business ownership.</li> <li>2. List advantages and disadvantages of each form of business ownership.</li> <li>3. Distinguish among vertical, horizontal, and conglomerate mergers.</li> </ol>
E. Small Business and Franchising	3	<ol style="list-style-type: none"> <li>1. Define small business and list advantages and disadvantages of small businesses.</li> <li>2. List activities and services provided by the Small Business Administration.</li> <li>3. Define franchise, franchisor, and franchisee.</li> <li>4. List advantages and disadvantages of franchising.</li> </ol>
F. E-Commerce and Broadband Technology	3	<ol style="list-style-type: none"> <li>1. Explain e-commerce including its opportunities and challenges.</li> <li>2. Understand broadband technology</li> <li>3. Detail the methods for measuring a website's effectiveness.</li> <li>4. Explain the business functions of the Internet.</li> </ol>
G. Fundamentals of Business Management	5	<ol style="list-style-type: none"> <li>1. List the skills needed by and functions performed by managers.</li> <li>2. List and explain the 3 basic leadership styles.</li> <li>3. List the steps in the decision-making process.</li> <li>4. Contrast programmed and non-programmed decisions.</li> <li>5. Contrast Theory X and Theory Y managers.</li> <li>6. Explain the major components of Theory Z concepts of management.</li> <li>7. Describe the steps involved in a Management by Objectives program.</li> <li>8. Explain the Quality of Work Life concept.</li> </ol>
H. Human Resource Management and Labor-Management Relations	4	<ol style="list-style-type: none"> <li>1. Explain the various EEO laws and how they impact human resource management.</li> <li>2. Describe the methods managers use to attract, develop, and retain a qualified workforce.</li> <li>3. Summarize the history of labor unions and list their primary goals.</li> <li>4. List major federal labor legislation, and explain key provisions of each.</li> <li>5. Explain concepts of collective bargaining, mediation, arbitration, and labor relations in non-union firms.</li> </ol>
I. Marketing and Promotional Strategy	6	<ol style="list-style-type: none"> <li>1. Explain how marketing creates utility.</li> <li>2. Define marketing concept and how a marketing strategy is developed.</li> <li>3. Explain concept of market segmentation, and list four methods of segmenting a market.</li> <li>4. List stages of product life cycle.</li> <li>5. List stages of new product development.</li> <li>6. Define promotional mix.</li> <li>7. List advantages and disadvantages of various advertising media.</li> </ol>

J. Financial Management and Banking	4	<ol style="list-style-type: none"> <li>1. Identify functions performed by a firm's financial manager.</li> <li>2. List ways additional revenue can be generated from excess funds.</li> <li>3. List sources of short-term capital.</li> <li>4. List sources of long-term capital.</li> <li>5. Distinguish between money and near-money.</li> <li>6. Explain functions of Federal Reserve System.</li> <li>7. Explain importance and functions of FDIC.</li> </ol>
K. Accounting and Information Systems	4	<ol style="list-style-type: none"> <li>1. Explain the functions of accounting.</li> <li>2. Identify the steps in the accounting process.</li> <li>3. Explain purpose of major financial statements.</li> <li>4. Explain purpose of information system and how it functions.</li> <li>5. Distinguish between computer hardware and software.</li> </ol>
L. Marketable Securities	2	<ol style="list-style-type: none"> <li>1. Distinguish among bonds, preferred stock, and common stock.</li> <li>2. Describe the process of buying and selling securities.</li> <li>3. Understand what is meant by the risk-return trade-off of an investment.</li> </ol>
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COURSE OUTCOMES*	At the successful completion of this course, students will be able to:
• Describe the principles of the free enterprise system.	
• Identify the four functions of management.	
• Describe the four elements of the marketing mix.	
• Explain the concept of management information systems.	
• Describe the purpose of a firm's major financial statements.	

\* Course Outcomes will be used in the Assessment Software for Outcomes Assessment. Limit to 3 - 5.