

CUMBERLAND COUNTY COLLEGE

Course: BU 115: Introduction to Business

Credits: 3

Prerequisites: RD 100, EN 060

Description:

This course offers a general survey of this corporate form of business, the individual proprietorship, and partnership type of business organization. Topics include the environment of business, forms of business ownership, marketing principles, and business finance.

Learning Outcomes:

At the completion of this course, students should be able to:

- Prepare and present effective business presentations.
- Manage a project.
- Demonstrate an awareness of the current business environment and issues which affect that environment
- Recognize the roles of management, marketing and finance in business.

Topical Outline

- Taking Risks and Making Profits within the Dynamic Business Environment
- Understanding Economics and How it Affects Business
- Doing Business in Global Markets
- Demanding Ethical and Socially Responsible Behavior
- How to Form a Business
- Entrepreneurship and starting a Small Business
- Management and Leadership
- Structuring Organizations for Today's Challenges
- Production and Operations Management
- Motivating Employees
- Human Resource Management: Finding and Keeping the Best Employees
- Dealing with Union and Employee-Management Issues
- Marketing: Helping Buyers Buy
- Developing and Pricing Goods and Services
- Distributing Products
- Using Effective Promotions
- Understanding Accounting and Financial Information
- Financial Management
- Using Securities Markets for Financial and Investing Opportunities
- Money, Financial Institutions and the Federal Reserve

Text: Nickels, McHugh &McHugh (2013). *Understanding Business* {Custom text} (11th ed.).McGraw Hill

Student Assessment: Assessment may be accomplished through projects, portfolios, exams, presentations and/or research papers.

Academic Integrity: Plagiarism is cheating. Plagiarism is presenting in written work, in public speaking, and in oral reports the ideas or exact words of someone else without proper documentation. Whether the act of plagiarism is deliberate or accidental [ignorance of the proper rules for handling material is no excuse], plagiarism is, indeed, a “criminal” offense. As such, a plagiarized paper or report automatically receives a grade of **ZERO** and the student may receive a grade of **F** for the semester at the discretion of the instructor.

Note: If you are having difficulty with work in this class tutoring is available through the Center for Academic & Student Success. If you think that you might have a learning disability, contact Project Assist at 856.691.8600 x 1282 for information on assistance that can be provided to eligible students.

Before Withdrawing From This Course

If a student experiences adverse circumstances while enrolled in this course and considers withdrawing, s/he should see an advisor (division or advisement center) **BEFORE** withdrawing from the class. A withdrawal may cause harmful repercussions to completion rate standards and overall GPA which can limit or eliminate future financial aid in addition to causing academic suspension.