Course Information Form (CIF)

Course Code: BUS 101
Course Title: Introduction to Business

Department: Business/Computer Science and Technologies
Effective Date: Summer 2026
PCS Code: 1.1 - Baccalaureate/Transfer
CIP Code: 52.0101
Repeatability: 0

Credit Hours

Catalog Notation: 3-0-3
Credit Hour Distribution:

Lecture: 3	Lab: 0	Clinical: 0	**Total: 3**

General Course Information

Catalog Description

Survey of areas of business, marketing, management, and finance for both business and non-business students. Provides opportunity to explore the total business environment and its related careers.

General Course Objectives

To provide students with an understanding of the basic concepts and principles of business.

Minimum Placement Levels

English	Reading	Math
None	Placement out of CCS 098	None

Prerequisites

None

Methods of Evaluation

4-7 exams, quizzes, miscellaneous homework assignments, and one investment project.

Instructional Materials and Additional Supplies

BUSN, current edition; Kelly/Williams; Cengage Learning.

Course Content

General Learning Outcomes (GLOs)

- Critical Thinking and Information Literacy: Students will demonstrate the ability to evaluate perspectives, evidence, and implications, and to locate, assess, and use information effectively.
- Global Awareness and Cultural Reasoning: Students will demonstrate their understanding of global issues, gender and sexual orientation, and multicultural perspectives.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
The Business Environment	1. Define business and discuss the role of business in the economy. 2. Explain the evolution of modern business. 3. Discuss the role of nonprofit organizations in the economy. 4. Outline the core factors of production and how they affect the economy. 5. Describe today's business environment and discuss each key dimension. 6. Explain how current business trends might affect career choice.	3	0	0
Economics - the Framework for Business	1. Define economics and discuss the evolving global economic crisis. 2. Analyze the impact of fiscal and monetary policy on the economy. 3. Explain and evaluate the free market system and supply and demand. 4. Explain and evaluate planned market systems. 5. Describe the trend toward mixed market systems. 6. Discuss key terms and tools to evaluate economic performance.	3	0	0
The World Marketplace - Business Without Borders	1. Discuss business opportunities in the world economy. 2. Explain the key reasons for international trade. 3. Describe the tools for measuring international trade. 4. Analyze strategies for reaching global markets. 5. Discuss barriers to international trade and strategies to surmount them. 6. Describe the free-trade movement and discuss key benefits and criticisms. 7. Analyze strategies for reaching global markets.	3	0	0
Business Ethics and Social Responsibility - Doing Well by Doing Good	1. Define ethics and explain the concept of universal ethical standards. 2. Describe business ethics and ethical dilemmas. 3. Discuss how ethics relates to both the individual and the organization. 4. Define social responsibility and examine the impact on stakeholder groups. 5. Explain the role of social responsibility in the global arena. 6. Describe how companies evaluate their efforts to be socially responsible.	3	0	0
Business Communication - Creating and Delivering Messages that Matter	1. Explain the importance of business communication. 2. Describe the key elements of nonverbal communication. 3. Compare, contrast, and choose effective communication channels. 4. Choose the right words for effective communication. 5. Write more effective business memos, letters, and emails. 6. Create and deliver successful verbal presentations.	3	0	0

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Acquiring and Using Funds to Maximize Value	1. Identify the goal of financial management and explain the issues financial managers confront as they seek to achieve this goal. 2. Describe the tools financial managers use to evaluate their company's current financial condition and develop financial plans. 3. Evaluate the major sources of funds available to meet a firm's short-term and long-term financial needs. 4. Identify the key issues involved in determining a firm's capital structure. 5. Describe how financial managers acquire and manage current assets. 6. Explain how financial managers evaluate capital budgeting proposals to identify the best long-term investment options for their company.	3	0	0
Financial Markets - Allocating Financial Resources	1. Explain the role of financial markets in the U.S. economy and identify the key players in these markets. 2. Identify the key laws that govern the way financial markets operate and explain the impact of each law. 3. Describe and compare the major types of securities that are traded in securities markets. 4. Explain how securities are issued in the primary market and traded in the secondary market. 5. Compare several strategies that investors use to invest in securities. 6. Interpret the information provided in the stock quotes available on financial websites.	3	0	0
Personal Finance	1. Apply the principles of budgeting to own personal finances. 2. Identify strategies to help build a sufficient savings. 3. Explain the importance of using credit wisely. 4. Discuss the key wealth-building principles and the financial instruments that may be part of a wealth-building strategy.	3	0	0
Business Formation - Choosing the Form that Fits	1. Describe the characteristics of the four basic forms of business ownership. 2. Discuss the advantages and disadvantages of a sole proprietorship. 3. Evaluate the pros and cons of the partnership as a form of business ownership. 4. Explain why corporations have become the dominant form of business ownership. 5. Explain why limited liability companies are becoming an increasingly popular form of business ownership. 6. Evaluate the advantages and disadvantages of franchising.	3	0	0
Small Business and Entrepreneurship - Economic Rocket Fuel	1. Explain the key reasons to launch a small business. 2. Describe the typical entrepreneurial mindset and characteristics. 3. Discuss funding options for small businesses. 4. Analyze the opportunities and threats that small businesses face. 5. Discuss ways to become a new business owner and tools to facilitate success. 6. Explain the size, scope, and economic contributions of small business.	3	0	0

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Marketing - Building Profitable Customer Connections	1. Discuss the objectives, the process, and the scope of marketing. 2. Identify the role of the customer in marketing. 3. Explain each element of marketing strategy. 4. Describe the consumer and business decision-making process. 5. Discuss the key elements of marketing research. 6. Explain the roles of social responsibility and technology in marketing.	3	0	0
Product and Promotion - Creating and Communicating Value	1. Explain product and identify product classification. 2. Describe product differentiation and the key elements of product planning. 3. Discuss innovation and the product life cycle. 4. Analyze and explain promotion and integrated marketing communication. 5. Discuss development of the promotional message. 6. Discuss the promotional mix and the various promotional tools.	3	0	0
Distribution and Pricing - Right Product, Right Person, Right Place, Right Price	1. Define distribution and differentiate between channels of distribution and physical distribution. 2. Describe the various types of wholesale distributors. 3. Discuss strategies and trends in store and non-store retailing. 4. Explain the key factors in physical distribution. 5. Outline core pricing objectives and strategies. 6. Discuss pricing in practice, including the role of consumer perceptions.	3	0	0
Management, Motivation, and Leadership - Bringing Business to Life	1. Discuss the role of management and its importance to organizational success. 2. Explain the key theories and current practices of motivation. 3. Outline the categories of business planning and explain strategic planning. 4. Discuss the organizing function of management. 5. Explain the role of managerial leadership and the key leadership styles. 6. Describe the management control process.	2	0	0
Human Resource Management - Building a Top-Quality Workforce	1. Explain the importance of human resources to business success. 2. Discuss key human resource issues in today's economy. 3. Outline challenges and opportunities that the human resource function faces. 4. Discuss human resource planning and core human resource responsibilities. 5. Explain the key federal legislation that affects human resources.	2	0	0
Managing Information and Technology - Finding New Ways to Learn and Link	1. Explain the basic elements of computer technology, including hardware, software, and networks, and describe key trends in each area. 2. Discuss the reasons for the increasing popularity of cloud computing. 3. Describe how data becomes information and how decision support systems can provide high-quality information that helps managers make better decisions. 4. Explain how internet-based technologies have changed business-to-consumer and business-to-business commerce. 5. Describe the problems posed by the rapid changes in internet-based technologies and explain ways to address these problems.	1	0	0

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Operations Management - Putting it All Together	1. Define operations management and describe how the role of operations management has changed over the past fifty years. 2. Discuss the key responsibilities of operations managers. 3. Describe how operations managers face the special challenges posed by the provision of services. 4. Explain how changes in technology have revolutionized operations management. 5. Describe the strategies operations managers have used to improve the quality of goods and services. 6. Explain how lean and green practices can help both the organization and the environment.	1	0	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
45	0	0