COURSE DESCRIPTION

The course helps the students to understand the fundamentals of business, its principles and functions. Students in this course will examine the general business environment, the art and science of marketing, and how to successfully manage human resources. Additionally, the course covers the basics of finance and investment in business. While studying these topics, students will see examples of the concepts in action, to help them better comprehend how they apply to big, small, and even entrepreneurial companies.

COURSE EFFECTIVE DATES: August 2019 - Present

PREREQUISITES: No prerequisites

LENGTH OF COURSE: This is a self-paced course. Students may use as much or as little time as needed to complete the course.

ACE CREDIT® RECOMMENDATION: In the lower-division baccalaureate/associate degree category, 3 semester hours in introduction to business (8/19).

GRADING: This is a pass/fail course. Students must complete 12 Challenges (formative assessments) and 5 Milestones (summative assessments) with an overall score of 70% or better.

LEARNING OUTCOMES

Upon completion of the course, the student will be able to:

1. Describe the environment of business.
2. Examine the art and science of marketing.
3. Analyze the successful management of human resources.
4. Evaluate finance and investment in business.

OUTLINE OF MAJOR CONTENT AREAS
What is Business?
Business Environments
Economic Systems
Supply and Demand Economics
Small Businesses and the Entrepreneur
Non-corporate Business
Types of Corporations
The 3 Part Business Plan
The Small Business Franchise
Ethics as a Lifestyle
Socially Responsible and Considering the Stakeholders
Steps to Create a Social Responsibility Program
International Business & Complexities of Operating in a Global Environment
Global Economy and Markets
Basics of Marketing
Evolution of Marketing
The Marketing Plan and the Marketing Mix
Consumer Focused Marketing Mix
Consumer Behavior and Consumer Buying Process
Marketing Strategy
Product Life Cycle
Unique Branding
Packaging
Ethics and Marketing
Technology and Marketing
Push and pull marketing
Organizational Considerations: Structures and Hierarchies
Management Process and Corporate Culture
Goal Setting and the Mission Statement
Levels of Strategy
Managers as Leaders
Management Skills and Styles
Decision Making
Developing Staff
Navigating Relationships Within Organizations
Human Resource Management Overview
Acquiring the Employees
Appraisals and their impact in HR and Training
Compensation in the Workplace
Motivation, Morale and the early to mid-20th Century
Contemporary Motivation Theories
HRM Toolkit
Big Five Personality Traits
Workforce diversity
Legal Considerations with Employees
Labor Unions
Management Technology in Virtual Work World
Role of Financial Management
Financial Accounting as compared to Managerial Accounting
Risk Management
The Process of Planning for Financial Management
Budgeting
How Money has Developed over Time
Federal Reserve
Financial Institutions and their Services
Methods of Short Term Financing
Trade Credit and Promissory Notes
Secured Short Term Financing
Methods of Long Term Financing
Debt Financing
Equity financing
Investors and private placement

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