



# Sophia Learning

## BUS1001: Introduction to Business (3 semester credits)

### 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:** September 2019 - Present

**PREREQUISITES:** Lower-division baccalaureate/associate degree course – 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 are required to complete all 12 formative and 4 summative assessments with an overall course average 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

© 2021 Sophia Learning