



Course Name: Introduction to Business

Course Number: BBG* 101

Credits: 3

Catalog description: A general survey of business dealing with concepts, principles and practices in economics, accounting, marketing, management, finance, and information technology.

**Business Department Majors cannot use BBG*101 and BES*118 to satisfy graduation requirements.*

Prerequisite, Corequisite, or Parallel: ENG*043 or Permission of the Instructor

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

ED **Appreciation of the Ethical Dimensions of Humankind (Outcomes 1 2 3 4)**

Discipline-Specific Attribute Code(s):

BUS **Business elective**

Course objectives:

General Education Goals and Outcomes:

Embedded Appreciation of the Ethical Dimensions of Humankind: Students will identify ethical principles that guide individual and collective actions and apply those principles to the analysis of contemporary social and political problems.

1. Respond critically to ethical issues.
2. Apply appropriate concepts and terminology in identifying ethical problems, proposing and defending solutions to them.
3. Apply standards and practices of scholarship, research, and documentation to defend positions and beliefs, including reevaluating beliefs in light of unforeseen implications or new evidence.
4. Recognize the value of creative, collaborative, and innovative approaches to problem-solving, including the ability to acknowledge differing points of view.



Course Specific Objectives:

1. Explain concepts and principles pertaining to the American economic system and its role in our society
2. Compare international and domestic opportunities and practices
3. Identify small business opportunities and practices
4. Differentiate forms of business ownership
5. Explicate the concepts and principles of the functions in the process of management
6. Explicate behavioral concepts relating to work and management
7. Explicate the elements of the marketing mix and consumer markets
8. Describe how financial information is collected, processed, and presented
9. Explain concepts and practices of financial management and investing
10. Describe the legal aspects of business and its relationship between business and government

Course Content:

BUSINESS IN A GLOBAL ENVIRONMENT

- A. The Framework of Contemporary Business
- B. Business Ethics and Social Responsibilities
- C. Economic Challenges Facing Global and Domestic Business
- D. Competing in Global Markets

STARTING AND GROWING YOUR BUSINESS

- A. Options for organizing Small and Large Businesses
- B. Starting your Own Business: The Entrepreneurship Alternative
- C. E-Business: Doing Business Online

MANAGEMENT: EMPOWERING PEOPLE TO ACHIEVE

- A. Management, Leadership, and the Internal Organization
- B. Human Resource Management, Motivation, and Labor Management
- C. Improving Performance through Empowerment, Teamwork, and Communication
- D. Producing and Operating Management

MARKETING MANAGEMENT

- A. Customer-Driven Marketing
- B. Product and Distribution strategies
- C. Promotion and Pricing Strategies

MANAGING TECHNOLOGY AND INFORMATION

- A. Using Technology to Manage Information
- B. Understanding Accounting and Financial Statement

MANAGING FINANCIAL RESOURCES

- A. Financial Management and Institutions
- B. Financing and Investing through Securities Markets



Date Course Created:

Date of Last Revision: 04/03/2017