

## BUS 110 Introduction to Business

**Purpose:** The purpose of this course is to help students develop an understanding of the basics and essentials of business including global markets, leadership, human resources and business operations.

**Course Format:** Introduction to Business consists of three course modules that are divided into Areas of Study. Each Area of Study has several lessons each of which includes a short video presentation (based on the reading material) and a very short quiz to help you measure your learning.

If you are taking the course as independent study it is completely self-paced but must be completed within 90 days. You can watch the video lessons and do the reading on your schedule whenever and wherever you want. All of the reading material you will need is included.

At the end of each Area of Study, you must complete a chapter test to see if you're ready to move on or have some material to review. Once you've completed the entire course, you will be required to take a final proctored exam.



**Learning Objectives:** Upon completion of the three sections of this course, students should be able to:

1. Analyze the nature of business and entrepreneurship
2. Evaluate how the economy, law, technology, competition and society impact businesses and the global market
3. Differentiate the forms and types of business ownership
4. Summarize organizational management in terms of management and leadership levels, skills and roles
5. Assess the importance of employee motivation and performance reviews
6. Break down the cycle of business production and sales
7. Investigate risk management through learning about ways to manage it and insurance coverage options
8. Describe the role of money in business, including accounting, securities and financial institutions

**Course Content:** As part of a cooperative arrangement this course uses material that was originally developed by Study.com. The original material has been enhanced to meet the educational standards of the college.

### **BUS 110.1 The Environment of Business and Business Leadership**

First Area of Study: The Dynamic Business Environment

Second Area of Study: Practicing Social Responsibility and Ethical Behavior in Business

Third Area of Study: Economics and Business

Fourth Area of Study: Forms of Business Ownership

Fifth Area of Study: Entrepreneurship and Small Business  
Sixth Area of Study: Managing and Leading in Business  
Seventh Area of Study: Leadership Styles in Business  
Eighth Area of Study: Workplace Productivity and Motivation  
Ninth Area of Study: Organizational Management

**BUS 110.2 Business Operations and Marketing**

First Area of Study: Product Development and Retailing  
Second Area of Study: Business Production and Operations  
Third Area of Study: Product Distribution & Supply Chain Management  
Fourth Area of Study: Basics of Human Resources  
Fifth Area of Study: Managing the Employer-Worker Relationship  
Sixth Area of Study: Business Marketing Basics  
Seventh Area of Study: Pricing Strategy in Marketing  
Eighth Area of Study: Production Promotion in Business

**BUS 110.3 Financial Management, Global Business and Information Technology**

First Area of Study: Business in Global Markets  
Second Area of Study: MIS Basics in Business  
Third Area of Study: Implications of Information Technology  
Fourth Area of Study: Risk Management in Business  
Fifth Area of Study: Accounting Basics  
Sixth Area of Study: Money and Financial Institutions  
Seventh Area of Study: Financial Management in Business  
Eighth Area of Study: Securities Markets and Business