



Course Information

Division	Business
Contact Hours	4
Total Credits	4

Course Description

The course surveys the field of business, focusing on problems, practices, and procedures. The scope includes environmental aspects, organizational, marketing and sales promotion, production, personnel, labor relations, finance and investing. This course should be taken by business majors in their first year. The course is also highly recommended for any non-business major who wishes to explore the field of business.

This course is a required core course for students pursuing an Associate of Applied Science Degree in Business Management

Program Outcomes Addressed by this Course:

Upon successful completion of this course, students should be able to meet the program outcomes listed below:

- Demonstrate a broad understanding of the business enterprise.
- Define and explain the functions of management.
- Explain and apply principles of marketing.
- Apply basic accounting principles and practices.
- Demonstrate understanding of microeconomic principles.
- Demonstrate understanding of global business.

Course Outcomes

In order to evidence success in this course, the students will be able to:

- Identify and differentiate between the major global economic systems.
Applies to program outcome
E
- Describe the functional areas of business including operations, marketing, human resources, accounting and finance.
Applies to program outcome
A
- Describe the nature of management and identify the four basic functions that constitute the management process.
Applies to program outcome
B
- Identify, define, and present examples of the four components of the marketing mix.
Applies to program outcome
C

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By: David Reiman



MONROE COUNTY
COMMUNITY COLLEGE

Course Outcome Summary

Required Program Core Course

BUSAD 151 Introduction to Business

5. Identify the basic functions of accounting and finance in the business enterprise.

Applies to program outcome

D

6. Explain how culture impacts business.

Applies to program outcome

F