INTRODUCTION TO BUSINESS

Course Information
Organization: Monroe County Community College
Development Date: 5/7/2008
Course Number: BUSAD 151
Potential Hours of Instruction: 60
Total Credits: 4

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.

Exit Learning Outcomes

Program Outcomes
A. Demonstrate a broad understanding of the U.S. business environment.
B. Demonstrate understanding of basic management functions.
C. Demonstrate understanding of marketing principles.
D. Demonstrate understanding of global business.
E. Demonstrate understanding of macroeconomic and microeconomic principles.

Course Outcomes
1. Identify and differentiate between the major global economic systems.
2. Demonstrate understanding of the U.S. economic system and its place in the global economic environment.
3. Describe the nature of management and identify the four basic functions that constitute the management process.
4. Identify, define, and present examples of the four components of the marketing mix.
5. Describe the functions and mechanisms for managing U.S. monetary policy.
6. Participate in a stock market simulation to gain an understanding of the principles of investing.

D.R./D.H.