

Chemeketa Community College
4000 Lancaster Drive NE
PO Box 14007
Salem, Oregon 97309

Course Outline

Course Identification BA101 **Credits** 4 **Date** 9/05

Course Title: Introduction to Business

Total Instructional Hours, for Course, per Term:

<u>44</u> Lecture Hours	=	<u>4</u> Credit(s)
<u>0</u> Laboratory Hours	=	<u>0</u> Credit(s)

Prerequisite Course(s):

College level reading and writing recommended

Required Text(s):

Ebert, Ronald and Griffin, Ricky, *Business Essentials* Prentice Hall
Woelfle, *It's Strictly Business - Telecourse Guide*, 4th Edition

Course Description:

Introduces the inter-relationships of business, government, and society. Examines the defined and/or established roles of the business community with an emphasis on ethic and social responsibilities. Looks at employment opportunities in various business fields.

Performance Based Learner Outcomes:

Upon successful completion of the course, students should be able to:

1. Describe and explain the organization and functions of business.
2. Analyze and discuss how the economic, social, political and physical environments affect business and business decisions.
3. Use the business resource material in the library to complete various exercises and reports.
4. Use the language of business in discussions and reports.

Course Content Outline:

- I. Understanding the Contemporary Business Environment
 - A. Understanding the U.S. business system
 - B. Understanding the global context of business
 - C. Conducting business ethically and responsibly
 - D. Understanding entrepreneurship and small business
- II. Understanding the Business of Managing
 - A. Managing the business enterprise
 - B. Organizing the business enterprise
 - C. Managing operations and improving quality
- III. Understanding People in Organizations
 - A. Motivating, satisfying, and leading employees
 - B. Managing human resources and labor relations
- IV. Understanding Principles of Marketing
 - A. Understanding marketing processes and consumer behavior
 - B. Pricing, promoting, and distributing products
- V. Managing Information
 - A. Managing information systems and electronic commerce
 - B. Understanding principles of accounting
- VI. Understanding Financial Issues
 - A. Understanding money and banking
 - B. Understanding securities and investments
 - C. Understanding financial risk and risk management
 - D. Understanding the legal context of business