

BUS 101 - INTRODUCTION TO BUSINESS

Course Description

American business in the 21st century is exciting and challenging. Students will be introduced to a variety of opportunities by exploring ownership, free enterprise, the world economy, management, marketing, international business, social responsibility and business ethics, and entrepreneurship. Group 2 course.

Credit Hours

3

Contact Hours

3

Lecture Hours

3

Recommended Prerequisites or Skills Competencies

ENG 11/111 minimum placement

General Education Outcomes supported by this course

Communications - Direct

Course Learning Outcomes

Knowledge:

- Identify basic business vocabulary across a variety of business topics.

Application:

- Analyze current business trends in various areas of business.

Integration:

- Integrate interpersonal communication skills while interviewing a business owner.

Human Dimension:

- Relate their interests to career opportunities in business.

Caring - Civic Learning:

- Communicate models of ethical decision making with successful business practices.

Learning How to Learn:

- Reflect on various business concepts extracted from the business owner interview.