

**Course # and Name as it appears in the catalog**

**GBUS 101 – Introduction to Business**

**Credit Hours: #3**

**Scheduled hours per week**

Lecture: #3,  
 hybrid, and  
 online  
 Lab: #  
 Other: #

**Catalog Course Description:** A study of forms of business organizations and the functions performed within the typical business organization. Includes introduction to accounting, business law, economics, finance, management, and marketing. Covers history of American business, forms of business ownership, and business ethics and social responsibility.

**Pre-requisites: n a**

**Co-requisites: na**

**Course Learning Outcomes:**

Student should be able to define and comprehend the impact of the following topics: The course outline includes an introduction to the following business topics: American economic system and free enterprise. History of American business. Business ethics and social responsibility. Global and international business issues. Small business and entrepreneurship. Forms of business: sole proprietorship, partnership, corporation. Strategic planning. Organizational structure. Leadership, communication, motivation, and human resources. Controlling and improving organizational performance. Employee empowerment, teamwork, and participation. Labor-management relations. Production of goods and services. New product development and the product life cycle. Customer-driven marketing. Pricing strategies. Distribution systems, types of retail stores, logistics. Promotional strategies and advertising, public relations, personal selling. Use of technology and the Internet to promote businesses. Management information systems. Accounting and financial statement analysis. Financial institutions and management. Securities market and strategic financial management.

**Topics to be studied:**

American economic system and free enterprise. History of American business. Business ethics and social responsibility. Global and international business issues. Small business and entrepreneurship. Forms of business: sole proprietorship, partnership, corporation. Strategic planning. Organizational structure. Leadership, communication, motivation, and human resources. Controlling and improving organizational performance. Employee empowerment, teamwork, and participation. Labor-management relations. Production of goods and services. New product development and the product life cycle. Customer-driven marketing. Pricing strategies. Distribution systems, types of retail stores, logistics. Promotional strategies and advertising, public relations, personal selling. Use of technology and the Internet to promote businesses. Management information systems. Accounting and financial statement analysis. Financial institutions and management. Securities market and strategic financial management.

**Relationship of Course to Program or Discipline Learning Outcomes:**

Associate of Science in Business Administration (AS/BA) Program Outcomes:	
<b>Students who complete the Associate in Science in Business Administration at WVUP may elect to continue on for the Bachelor of Science in Business Administration or to transfer to another institution.</b>	<b>X</b>

<b>At the conclusion of the AS in Business Administration program, students will:</b>	
• Be well prepared to transfer and prosper in baccalaureate programs around the country or to be admitted to the Bachelor of Science in Business Administration at WVU at Parkersburg.	X
• Communicate effectively and professionally both orally and in writing within the context of the business world.	X
• Demonstrate competence in the use of electronic tools –hardware and software-- to research, manage, and present information.	X
• Demonstrate use of quantitative and qualitative strategies to support organizational decision-- making based on analysis of functional business areas including accounting, management, and marketing.	X
• Demonstrate the ability to solve problems using programmed and non--programmed decision techniques using logical reasoning for evaluating information and data.	X
• Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people who have different roles, social affiliations, and personalities.	X

<b>Associate of Applied Science in Business Administration (AAS/BA) Program Outcomes:</b>	
<b>At the conclusion of the AAS in Business Administration program, students will:</b>	
• Communicate effectively and professionally both orally and in writing within the context of the business world.	X
• Demonstrate competence in the use of electronic tools –hardware and software--to research, manage, and present information.	X
• Demonstrate use of quantitative and qualitative strategies to support organizational decision- making based on analysis of functional business areas including accounting, management, and marketing.	X
• Demonstrate the ability to solve problems using programmed and non-programmed decision techniques using logical reasoning for evaluating information and data.	X
• Demonstrate the ability to work ethically, effectively, and respectfully with people of diverse backgrounds and with people who have different roles, social affiliations, and personalities.	X
• Be prepared for admission to the Bachelor of Applied Science in Business Administration degree at WVU at Parkersburg.	X

<b>Relationship of Course to General Education Learning Outcomes:</b>	
<b>Composition and Rhetoric</b> Students illustrate a fundamental understanding of the best practices of communicating in English and meet the writing standards of their college or program-based communication requirements.	X
<b>Science &amp; Technology</b> Students successfully apply systematic methods of analysis to the natural and physical world, understand scientific knowledge as empirical, and refer to data as a basis for conclusions.	

<p><b>Mathematics &amp; Quantitative Skills</b> Students effectively use quantitative techniques and the practical application of numerical, symbolic, or spatial concepts.</p>	<p>X</p>
<p><b>Society, Diversity, &amp; Connections</b> Students demonstrate understanding of and a logical ability to successfully analyze human behavior, societal and political organization, or communication.</p>	<p>X</p>
<p><b>Human Inquiry &amp; the Past</b> Students interpret historical events or philosophical perspectives by identifying patterns, applying analytical reasoning, employing methods of critical inquiry, or expanding problem-solving skills.</p>	<p>X</p>
<p><b>The Arts &amp; Creativity</b> Students successfully articulate and apply methods and principles of critical and creative inquiry to the production or analysis of works of art.</p>	
<p><b>5/3/2016</b></p>	

**Special requirements of the course:**

Completion of program assessment exam

**Additional information:**

COLL 101 embedded

**Prepared by:** Jeff Holland

**Date:** 10/20/20017