

El Paso Community College

Syllabus

Part II

Official Course Description

SUBJECT AREA	<u>Business Management</u>
COURSE RUBRIC NUMBER	<u>BUSG 1301</u>
COURSE TITLE	<u>Introduction to Business</u>
COURSE CREDIT HOURS	<u> 3 3 0</u> Credits Lec Lab

I. Catalog Description

Examines fundamental business principles including structure, functions, resources, and operational processes. **(3:0)**.

II. Course Objectives

Upon satisfactory completion of this course, the student will be able to:

- A. Identify different types of economic systems and explain what a business is and how it operates within the free market system.
- B. Discuss the concept of social responsibility and ethical questions facing business.
- C. Compare and contrast the differences between sole proprietorship, partnership, corporations, and the various alternate forms of business ownership.
- D. Define small business and discuss the important role played by small business in the American economy.
- E. Explain the purpose of management and its relationship to business.
- F. Explain the functions of the human resource department and explain the responsibilities of all departments for the effective use of human resources.
- G. Trace the growth of organized labor and identify the major functions and processes affection labor union in the United States.
- H. Discuss the major factors involved in production and operations management.
- I. Discuss the importance of marketing in the United States.
- J. Identify and discuss the major factors that have a bearing on pricing goods and services.
- K. List and discuss the importance of promotional strategy in the overall marketing mix.
- L. Explain the importance of selecting the proper channels of distribution the best mode of physical distribution for the product.
- M. Explain the purpose of an information system and how it aids decision-making in business.
- N. Identify the three basic business activities that involve accounting.
- O. Outline the steps in the accounting process.
- P. Identify the functions performed by a firm's financial manager.
- Q. Compare common stocks, preferred stocks, and bonds, and explain why investors might prefer each type of security.
- R. Incorporate technology in various business applications.

III. THECB Learning Outcomes (WECM)

1. Identify business functions of accounting, management, marketing, and economics.
2. Describe the relationships of social responsibility, ethics, and law.
3. Describe the scope of global business enterprise.

IV. Evaluation

Grades will be distributed to students at the end of the semester and these will be maintained on a system. Grade scale for this course:

- A = 100% - 90%
- B = 89% - 80%
- C = 79% - 70%
- D = 69% - 60%
- F = 59% - 0%

V. Disability Statement (American with/Disabilities Act [ADA])

EPCC offers a variety of services to persons with documented sensory, mental, physical, or temporary disabling conditions to promote success in classes. If you have a disability and believe you may need services, you are encouraged to contact the Center for Students with Disabilities to discuss your needs with a counselor. All discussions and documentation are kept confidential. Offices located: VV Rm C-112 (831-2426); TM Rm 1400 (831-5808); RG Rm B-201 (831-4198); NWC Rm M-54 (831-8815); and MDP Rm A-125 (831-7024)

VI. 6 Drop Rule

Students who began attending Texas public institutions of higher education for the first time during the Fall 2007 semester or later are subject to a 6-Drop limit for all undergraduate classes. Developmental, ESL, Dual Credit and Early College High School classes are exempt from this rule. All students should consult with their instructor before dropping a class. Academic assistance is available. Students are encouraged to see Counseling Services if dropping because exemptions may apply. Refer to the EPCC catalog and website for additional information.