



Syllabus

BUS 120 Introduction to Business

General Information

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Department Business
Course Prefix BUS
Course Number 120
Course Title Introduction to Business

Course Information

Catalog Description Introduction to such business factors as ownership, careers, economic systems, competition, organizational structures, management, production, marketing, finance, business ethics, and current topics. This course is also designed as a first year seminar for students entering the AS and AAS Business Administration programs. This course prepares students to take higher level business courses, or serve as a general survey course for non-business students.

Credit Hours 3
Lecture Contact Hours 3
Lab Contact Hours 0
Other Contact Hours 0
Grading Scheme Letter

Prerequisites

None

Co-requisites

None

First Year Experience/Capstone Designation

This course is designated as satisfying the outcomes applicable for status as a First Year Experience

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed categories

None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

Vitality, Inquiry, Perseverance, and Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Introduce students to the strategies and resources in order to have a successful college experience and career path.
2. Identify the challenges that businesses face in today's global environment.
3. Explain why ethical behavior is important to businesses.
4. Contrast the advantages and disadvantages of the various forms of business organizations such as LLC, Sole proprietorship, Partnership and Corporation.

Outline of Topics Covered

- I. First Year Seminar
 - A. Introduce students to the following:
 - a. Campus Resources
 - b. Diversity and Equity
 - c. Academic Integrity
 - d. Co-Curricular activities
 - e. Campus policies and procedure
 - B. Instruct Students in planning for a successful college career:
 - a. Goal setting
 - b. Time Management
 - c. Motivation Personal Responsibility
 - C. Differentiate between an As Degree and an AAS Degree – student confirms that they are in the correct degree program

D. Description of the various programs offered by the Business Department

2. History of Business

3. Ethics and Social Responsibility

A. Ethics

B. Social Responsibility

4. Global Business

A. Methods of Entering

B. Restrictions

5. Types of Business

A. Sole Proprietorship

B. Partnerships

C. Corporations

D. Other forms

6. Small Business

A. Entrepreneurs

B. Importance of Small Business

7. Management Process

A. Functions

B. Types of Managers

C. Skills

8. Organization

A. Types of Organizational Planning

B. Training

C. Appraisal

9. Motivation

A. History of Motivation

B. Contemporary Views

10. Marketing

A. Marketing Concepts

B. Strategy

11. Product and Pricing

- A.** Product Management
- B.** Pricing Methods

12. Distribution and Promotion

- A. Place Function
- B. Promotion Methods

13. E-Business

- A.** Social Media
- B.** E-Business Modules

14. Accounting

- A.** Accounting Cycle
- B.** Financial Statements

15. Finance

- A.** Planning Methods of Finance