

JAMESTOWN COMMUNITY COLLEGE
State University of New York

INSTITUTIONAL COURSE SYLLABUS

Course Title: Intro to Business

Course Abbreviation and Number: BUS 1500

Credit Hours: 3

Course Type: Lecture

Course Description: Students will study the elements and characteristics of a free enterprise system and will be presented an overview of functional areas of business and basic concepts of the business world. Some topics include the environment of business, organization and management of the enterprise, management of human resources and production, marketing, finance, government's role in business, social responsibility, and cultural diversity, as well as major societal issues facing today's business executives. Recommended for beginning business students and non-business majors.

Eligibility: ENG 1510 without supports or Corequisite: ENG 1510 with supports.

Student Learning Outcomes:

Students who demonstrate understanding can:

1. Understand basic business principles, concepts, and vocabulary.
 2. Demonstrate a basic understanding of the different functional areas of business. This includes: accounting, economics, finance, human relations, management, and marketing.
 3. Analyze ethical dilemmas raised by business decisions and operations, and how they relate to the concept of social responsibility.
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Topics Covered:

I. UNDERSTANDING THE CONTEMPORARY BUSINESS ENVIRONMENT.

1. The U.S. Business Environment.
2. Business Ethically and Social Responsibly.
3. Entrepreneurship New Ventures and Business Ownership.
4. The Global Context of Business

II. UNDERSTANDING THE BUSINESS OF MANAGING.

5. Business Management
6. Organizing the Business
7. Operations and Improving Quality.

III. UNDERSTANDING PEOPLE IN ORGANIZATIONS.

8. Employee Behavior And Motivation

9. Leadership And Decision-Making

10. Human Resources Management and Labor Relations

IV. UNDERSTANDING PRINCIPLES OF MARKETING.

11. Marketing Processes and Consumer Behavior.
12. Pricing, Distributing, and Promoting Products.

V. MANAGING INFORMATION.

13. Information Technology for Business
14. The Role of Accountants and Accounting Information.

VI. UNDERSTANDING FINANCIAL ISSUES.

15. Money and Banking.
 16. Securities and Investments
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Information for Students

- Expectations of Students
 - [Civility Statement](#)
 - [Student Responsibility Statement](#)
 - [Academic Integrity Statement](#)
- [Accessibility Services](#)

Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.
- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)
- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.

