Department:

Business Department

Course Description:

A preview of business which includes business organization and management, the financing of business operation, the marketing of the product or service, the accounting of business transactions, and career information.

Course Competencies:

Upon completion of this course, students should be able to:

1. Describe one of the key participants that is involved in business.
2. Identify the key functions of business.
3. Identify the forms of business ownership.
4. Define ethics.
5. Define basic economic terms.
7. Distinguish among basic economic systems.
8. Identify levels of management skills.
9. Identify functions of management.
10. Apply organizational structure concept.
11. Apply the concept of authority.
12. Apply principles of management.
13. Identify key resources used for production.
14. Identify areas of production control.
15. Apply the concept of TQM and quality circles.
16. Describe theories of motivation
17. Apply methods of job satisfaction.
18. Define "job" terms.
19. Define product.
20. Apply the concept of target market.
21. Identify the steps in creating a product.
22. Define product differentiation.
23. Identify the stages in the product life cycle.
24. Apply the break-even concept.
25. Identify distribution channels.
26. Identify distribution strategies.
27. Apply sales promotion areas.
28. Identify sales promotion strategies.
29. Identify financial statements.
30. Apply ratios to evaluate a firm’s financial condition.
31. Distinguish between debt and equity financing.
32. Distinguish between types of business combinations.
33. Identify parts of a computer.
34. Identify types of insurance.

Course Content:

A. Business Trends: Cultivating a Business in Diverse, Global Environments
   1. Taking Risks and Making Profits with Dynamic Business Environment
   2. Understanding How Economics Affects Business
   3. Doing Business in Global Markets
   4. Demanding Ethical and Socially Responsible Behavior

B. Business Ownership: Starting a Small Business
   1. How to Form a Business
   2. Entrepreneurship and Starting a Small Business

C. Business Management: Empowering Employees to Satisfy Customers
   1. Management and Leadership
   2. Adapting Organizations to Today’s Markets
   3. Production and Operations Management

D. Management of HR: Motivating Employees to Produce Quality Goods and Services
   1. Motivating Employees
   2. Human Resource Management: Finding and Keeping the Best Employees
   3. Dealing with Employee-Management Issues and Relationships

E. Marketing: Developing and Implementing Customer-Oriented Marketing Plans
   1. Marketing: Helping Buyers Buy
   2. Developing and Pricing Goods and Services
   3. Distributing Products
   4. Using Effective Promotion

F. Managing Financial Resources
   1. Understanding Accounting and Financial Information
   2. Financial Management
   3. Using Securities Markets for Financing and Investing Opportunities
   4. Money, Financial Institutions, and the Federal Reserve

Learning Assessment:

Assessment techniques may include but not limited to: group activities, written assignments, reflection papers/discussions on selected readings, projects, class presentations, quizzes and exams.
Instructional Materials:

Nickels, William G., James M. McHugh and Susan M. McHugh. Understanding Business. 10th.

Guidelines for Requesting Accommodations Based on
Documented Disability or Medical Condition

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

In order to begin the process all students must complete the “Disabilities Self-Identification Form” at this link: https://highlandcc.edu/pages/disability-services.

This form can also be accessed at the Highland Community College homepage under Students Services/Student Resources/Disability Service or by contacting the Disabilities Coordinator.