

Course Abstract

Course ID and Name: BUS 101, Introduction to Business

Department: Business and Computer Science

Chairperson or Course Coordinator: Dr. Aslihan Cakmak

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Prerequisites: None

Co-requisites: None

Course Description:

The planning, supervision, control, and performance of activities involved in the production of goods and services. The problems of human relations and labor management and the functions of human resources, marketing, purchasing, production and finance are explored from the standpoint of effectively carrying on business that relates positively to the society of which it is a part.

Credits: 3

If you need accommodations due to a disability, contact Disability Services in Edison Hall Room 100, 732.906.2546.

To foster a productive learning environment, the College requires that all students adhere to the Code of Student Conduct which is published in the college catalog and website.

Learning Outcomes:

Upon successful completion of the course, students will be able to:

1. Identify and describe general business theories and concepts.
2. Apply critical and analytical thinking skills through the evaluation and preparation of case studies.
3. Demonstrate social responsibility and ethics in business practices as evidence by student work and participation.
4. Discuss recent trends in business through the utilization of outside business resources.

Course Content Areas:

- Summarize and demonstrate the rules that marketing, production, human resources, and finance play in the total business system
- Discuss social responsibility and ethical behavior
- Identify and discuss the basic forms of business: sole proprietor, partnership, corporation, and LLC's (Limited Liability Corporations) and franchises
- Explain the function of management: top, middle, and supervisory management
- Discuss the different theories of motivation

- Discuss the history of the labor movement in the U.S. from its formative period through its expansive period to the present decline
- Discuss the concept of the marketing mix: product, price, distribution, and promotion
- Explain the basic workings of the Federal Reserve System such as its rule in controlling the money supply
- The Wall Street Journal, Harvard Case Method, and lectures are used to enhance understanding of the above