



COURSE SYLLABUS

PO Box 1189
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Hamlet, NC 28345
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COURSE: BUS 110 INTRODUCTION TO BUSINESS

HOURS: Lecture: 3 Lab/Shop: 0 Work Exp/Clinical: 0 Credits: 3

COURSE DESCRIPTION:

This course provides a survey of the business world. Topics include the basic principles and practices of contemporary business. Upon completion, students should be able to demonstrate an understanding of business concepts as a foundation for studying other business subjects.

Note: In accordance with the Comprehensive Articulation Agreement, this course has been approved to satisfy the pre-major/elective requirement in A.A. and A.S. degree programs.

PREREQUISITE(S): None

COREQUISITE(S): None

TEXTBOOK(S) & OTHER SPECIAL REQUIREMENTS:

Open Educational Resources (OER) are listed in the course Moodle.

STUDENT LEARNING OUTCOMES:

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

1. Identify various forms of business organizations.
2. Define business vocabulary.
3. Describe the basics of business ethics.
4. Explain basic management principles.
5. Explain the difference between accounting and finance.
6. Explain the marketing mix, marketing strategy, marketing research and consumer behavior.
7. Explain the basic economic principles (such as supply, demand, and market price) and their effects on business operations.
8. Discuss the relationship between U.S. businesses and the global economy.
9. Demonstrate active oral and written communication skills as well as select and use appropriate means and methods to communicate thoughts and ideas.

*****Please refer to the online version of the Richmond Community College Program & Course Catalog and the Student Handbook for current academic and general information.**