

North Central **Michigan College**

NCMC CURRICULUM/COURSE OUTLINE FOR YEARS: 2001-2003

DIVISION/AREA: Business and Technology

DEPARTMENT: Business

AREA DEAN: Timothy Dykstra, Ph.D.

ORIGINATOR: Rod Anderson

TOTAL HOURS OF INSTRUCTION: Lecture: Lab: Total Contact Hours:

COURSE NUMBER: B 161

CREDIT HOURS: 3

COURSE TITLE: INTRODUCTION TO BUSINESS

PREREQUISITE(S)/COREQUISITE(S)/ADVISORY: None.

CATALOG DESCRIPTION: An introductory course for business students that is also useful for those in other fields. The course objective is to take students with limited business backgrounds and introduce them to a variety of business topics by reading about and discussing current business activities and problems. Topics include bond market, banking, insurance, management, labor relations, accounting information, marketing, and business ethics. Students will read, watch, discuss, and become involved with business topics and problems.

GENERAL EDUCATION OUTCOMES OR OCCUPATIONAL PROGRAM OUTCOMES

Refer to College catalog or specific occupational program outcomes and describe how this course meets those outcomes.

COURSE OBJECTIVES & OUTCOMES: Upon successful completion of this course, the student will:

- understand the foundation of and forms of American Business.
- understand the internal workings of a business.
- understand the various environments of business.
- understand the various challenges of business.
- understand the importance of deadlines and meet them.
- gain an overview of how to organize and manage a business.

METHODS OF INSTRUCTION: Lecture, Discussion, Group presentations, Video Case Studies

METHODS OF EVALUATION:

Individual and Group Presentations	20%
Assignments	30%
Cases	20%
Quizzes	10%
Final Examination	20%

COURSE TITLE AND NUMBER: INTRODUCTION TO BUSINESS B161

REQUIRED TEXTS: (Representative List)

Understanding Business, William G. Nickels, James M. McHugh, Susan m. McHugh, Sixth Edition,, 2002, McGraw Hill.

Optional supplementary Materials: The Wall Street Journal, required reading.

Any newspaper, magazine, or trade journal article, etc., YOU find that relates to this class.

Reasonable accommodations may be provided for students with documented physical, sensory, cognitive, systemic, and/or psychiatric disabilities. Please contact the Education Opportunity Program (EOP) at (231) 348-6687 to arrange services for this course.

TIME ALLOWANCE AND SEQUENCE OF INSTRUCTION:

Week 1	Introduction, Discussion, WSJ sign-up Chapter 1: Meeting the Challenges of Today's Dynamic Business Environment
Week 2	Chapter 2: Economics: The Creation and Distribution of Wealth Chapter 3: Competing in Global Markets
Week 3	Chapter 4: Demonstrating Ethical Behavior and Social Responsibility Chapter 5: Forms of Business Ownership
Week 4	Chapter 6: Entrepreneurship and Starting a Small Business
Week 5	Chapter 7: Management, Leadership, and Employee Empowerment
Week 6	Chapter 8: Managing the Move Toward Organizing Customer-Driven Business Organizations
Week 7	Chapter 9: Managing Production and Operations Chapter 10: Motivating Employees and Building Self-Managed Teams
Week 8	Chapter 10 continued Chapter 11: Human Resource Management: Finding and Keeping the Best Employees
Week 9	Chapter 12: Dealing with Employee-Management Issues and Relationships Chapter 13: Marketing: Customer and Stakeholder Relationship Management
Week 10	Chapter 13 continued Chapter 14: Developing and Pricing Products and Services
Week 11	Chapter 14: Developing and Pricing Products and Services Chapter 15: Distributing Products Efficiently and Competitively: Supply Chain Management
Week 12	Chapter 15 continued Chapter 16: Promoting Products Using Integrated and Interactive Marketing Communication
Week 13	Chapter 16 continued Chapter 17: Using Technology to Manage Information
Week 14	Chapter 18: Understanding Financial Information and Accounting
Week 15	Chapter 19: Financial Management Special Topics
Week 16	Special Topics