

Common Course Outline
MNGT 101
Introduction to Business and Industry
3 Semester Hours

The Community College of Baltimore County

I. Catalog Description

3 credits hours

Introduction to Business and Industry

Examines the functions in business and develops a framework for the further study of business; serves as an interdisciplinary course drawing from such areas as marketing, product strategy, finance and business ethics.

II. General Course Objectives

When the student completes the course he/she will be able to:

- A. To define business and what it is
- B. To summarize the characteristics of the business system
- C. To describe and contrast a free market economy and a command economy
- D. To describe the elements comprising the physical environment of business
- E. To explain the ways one can acquire ownership in a business
- F. To explain how economic growth is measured
- G. To distinguish between authority and responsibility
- H. To explain what is meant by the levels of management
- I. To describe the five functions of management
- J. To explain what decision making is and trace the steps involved in the process
- K. To summarize the types of business risks
- L. To list and describe the types of production controls
- M. To describe the factors in plant location
- N. To list and explain the functions of marketing
- O. To define the elements making up the marketing mix
- P. To define the elements of distribution and explain them
- Q. To explain the importance of international trade
- R. To contrast the theories of motivation of Maslow, Herzberg, and McGregor
- S. To explain the objectives of organized labor
- T. To list and explain the external sources of business information

III. Methods of Instruction:

- A. Lecture
- B. Discussions
- C. Exercises
- D. Case problems
- E. Audio-visual

IV. Method of Evaluation:

- A. Class participation
- B. Written case problems
- C. Mid-term/Final examinations
- D. Student presentations of research

V. Course Requirements:

- A. General chapters examination
- B. Mid-term examination
- C. Term paper and/or projects
- D. Comprehensive departmental final examination
- E. Class attendance and participation