

Common Course Outline
MNGT 101
Introduction to Business
3 Credits

Community College of Baltimore County

Description

MNGT 101 – Introduction to Business examines the functions of business and develops a framework for the further study of business. It serves as an interdisciplinary course drawing from such areas as marketing, product strategy, finance, and business ethics.

3 Credits

Prerequisites: ACLT 052 or ACLT 053

Overall Course Objectives

Upon completion of this course students will be able to:

1. define business;
2. describe the factors that affect ethical behaviors and social responsibilities;
3. compare and contrast strategies used to compete in global markets;
4. explain the methods of acquiring ownership in a business;
5. identify small businesses, entrepreneurship, and franchises;
6. describe the functions of management;
7. explain what is meant by the levels of management;
8. compare the various organizational models;
9. describe the production of quality goods and services;
10. describe components of human resources management;
11. compare and contrast the theories of motivation;
12. describe the process of building customer relationships through marketing;
13. identify pricing strategies;
14. explain the elements of product distribution and promotion;
15. examine social media tools and their impact on marketing products and services;
16. explain e-business models and related legal and ethical concerns;
17. describe management of accounting information; and
18. explain the roles and responsibilities of financial managers.

Major Topics

- I. Define a Business
 - A. Creation of wealth
 - B. Economic systems
 - C. Elements of competition
 - D. Factors affecting the business environment

- II. Ethical Standards
 - A. Managing businesses
 - B. Ethical standards
 - C. Corporate and international social responsibilities
- III. Global Markets
 - A. Comparative and absolute advantage
 - B. Importing and exporting
 - C. International trade agreements
 - D. Global market strategies
- IV. Business Ownership
 - A. Sole proprietorship
 - B. Partnership
 - C. Corporation
- V. Small Businesses
 - A. Entrepreneurship
 - B. Franchising
- VI. Functions of Management
 - A. Levels of management
 - B. Styles of leadership
- VII. Management of Organizations
 - A. Centralized or decentralized
 - B. Tall and flat
 - C. Line and staff
- VIII. Quality Goods and Services
 - A. Conversion process
 - B. Quality control
- IX. Human Resources Management
 - A. Recruiting and selection
 - B. Compensation and benefits
 - C. Diversity
- X. Motivating Employees
 - A. Major historical perspectives
 - B. Key motivational techniques
- XI. Customer Relationship Management
 - A. Marketing concept
 - B. Marketing strategy
 - C. Buying decision process
- XII. Pricing Strategies
 - A. Product development
 - B. Product line and mix
- XIII. Distribution and Promotion
 - A. Distribution channels
 - B. Promotional mix
- XIV. Social Media
 - A. Social media tools
 - B. Social media plan

- XV. E-business
 - A. Fundamental models
 - B. Ethics and legal concerns
 - C. Future challenges
- XVI. Management and Accounting Information
 - A. Management information requirements
 - B. Financial statement
- XVII. Financial Management
 - A. Planning financial management
 - B. Debt financing

Course Requirements

Grading procedures will be determined by the individual faculty member but will include the following:

Grading/exams

- Class attendance and participation
- A minimum of three exams

Written Assignments: Students are required to use appropriate academic resources. The individual faculty member will determine specific writing assignments but must include a minimum of three written assignments. Examples include but are not limited to:

- Topic related exercises
- Written case studies
- Term paper/project

Other Course Information

This course is one of the program requirements for Business Administration and Business Management.

Date Revised: 11/24/2015