

# BADM-1020: INTRODUCTION TO BUSINESS

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## Cuyahoga Community College

**Viewing: BADM-1020 : Introduction to Business**

**Board of Trustees:**

May 2024

**Academic Term:**

Fall 2024

**Subject Code**

BADM - Business Administration

**Course Number:**

1020

**Title:**

Introduction to Business

**Catalog Description:**

Introductions to the functions of business in the global marketplace, including comparison of the various forms of business domestically and globally, constructing personnel management and leadership skills, and identifying financial, marketing, management, operational and entrepreneurial skills in the business environment. This course provides students an opportunity to explore the breadth of business topics presented within the various Business Administration degrees and assists in identifying particular areas of interest or specialization.

**Credit Hour(s):**

3

**Lecture Hour(s):**

3

**Lab Hour(s):**

0

**Other Hour(s):**

0

## Requisites

**Prerequisite and Corequisite**

None.

## Outcomes

**Course Outcome(s):**

Interpret and demonstrate business concepts to identify various business functions and career options.

**Objective(s):**

1. Discuss how businesses make profits, take risks, and survive in the business environment.
2. Understand economics, and types of economies, and how they affect business operations.
3. Recognize how business is conducted in the global market place.
4. Discuss types of business ownership and how to form a business.
5. Describe the function of human resources and demonstrate how human resources are used to produce goods and services.
6. Differentiate marketing concepts needed in product, place, price and promotion strategies.
7. Identify various production processes and techniques to improve the manufacturing process.
8. Examine accounting and financial documents to make business decisions.

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**Course Outcome(s):**

Understand how money, technology, and the stock market function to create personal and business financial decisions.

**Objective(s):**

1. Recognize the role of computers and information processing in business today.
2. Create research that produces information to make decisions.
3. Discuss money's role in the American banking system.
4. Appraise the role government plays in the banking system and how the Federal Reserve controls the money supply.
5. Explain the functions of a stock exchange and the different stock market indicators.

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**Course Outcome(s):**

Relate appropriate business terminology and concepts to communicate, network, and effectively work with business professionals.

**Essential Learning Outcome Mapping:**

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

**Objective(s):**

1. Demonstrate management and leadership skills needed to work with others in a team and business setting.
2. Explain why and how etiquette enhances your interactions with others while demonstrating skills which enhance business etiquette.
3. Explain guidelines for maintaining and setting high etiquette standards.
4. Explain networking skills and identify networking opportunities.
5. Analyze the importance of understanding diversity and cultural differences.
6. Demonstrate career and college planning activities.
7. Identify ethical and legal situations; evaluate alternatives and determine appropriate next steps.

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**Course Outcome(s):**

Assess different careers in business while completing a personal career and academic plan that supports ongoing engagement in a chosen career path.

**Objective(s):**

1. Analyze different majors within business and how these translate into different careers.
2. Define your personal academic plan through degree/certificate completion.
3. Describe relevant support services that will continue to help develop knowledge inside and outside of the classroom.
4. Prepare a plan for an academic and career mentor relationship to ensure ongoing engagement in chosen career path.

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**Methods of Evaluation:**

1. Discussions
2. Presentations
3. Current Events
4. Stock Market Analysis
5. SWOT Analysis
6. Field Trip/Reflection Exercises
7. Case Study
8. Project/service learning work
9. Team and individual class exercises, projects and activities
10. Quizzes/Exams
11. Career interview, mentor interview
12. Reflection on Campus and Career Resources

**Course Content Outline:**

1. Foundations of business
  - a. Role of profits and revenues
  - b. Taking risks
  - c. Economic indicators
  - d. Understand capitalism, socialism, and communism
  - e. Types of economic activities around the world

- f. Characteristics of modern American business compared globally
- g. Multi-national corporations
- h. Balance of payments-balance of trade
  - i. Trade barriers
  - j. Cultural differences
- k. Sole proprietorship, partnerships, and corporations
  - l. Contributions of small business
- m. Traits of successful entrepreneurs
- 2. Business functions
  - a. Marketing concept with pricing, placing, production and planning strategies
  - b. Explain human resource management and describe methods for recruitment, evaluation, and development
  - c. The evolution of operations management
  - d. The role of operations management
  - e. The difference between finance and accounting
  - f. Managerial and financial accounting
  - g. The fundamental accounting question
  - h. Income statement, balance sheet, and statement of cash flows
    - i. Short- and long-term financing
    - j. Bonds, preferred stock, and common stock
- 3. Money, banking, technology and the stock market
  - a. Characteristics of money
  - b. History of banking and the Federal Reserve System
  - c. The U.S. banking system
  - d. Government and money
  - e. Consumer and business credit
    - f. The role of technology in collecting information and making business decisions
  - g. Interpret the difference between the different stock exchanges and bond trading
  - h. Evaluate how businesses raise money through selling bonds and stocks
    - i. Explain the functions of a stock exchange and the different stock market indicators
- 4. Personal and business management skills
  - a. Planning, organizing, leading, and controlling
  - b. Motivational strategies
  - c. Deepening knowledge of college resources and paths
  - d. Sources of information for career
  - e. Business ethics in management
  - f. Ethical decision making
  - g. Ethical analysis
  - h. Philanthropy and social responsibility
    - i. Organization models
    - j. Networking skills
    - k. Online etiquette
    - l. Business success skills
  - m. Academic planning
  - n. Career planning
    - o. Building mentor relationships
    - p. Career and academic resources

## Resources

Nickels, McHugh, McHugh. *Introduction to Business*. 13th. McGraw Hill, 2022.

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Saylor Academy. *Exploring Business*. V 2.0. Saylor Academy, 2022.

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"Business Week"

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"Entrepreneur"

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"Forbes"

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"Fortune"

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"Inc."

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"Money"

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"USA Today"

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"The Wall Street Journal"

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"Working Woman"

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**Resources Other**

1. Guest business "expert" lecturers and speakers.
2. Student tours of profitable, progressive, and active business firms.
3. Panel discussion of pros and cons of various business issues.
4. Video presentations of various short business subjects
5. Discussion and lecture on various business topics.
6. Student involvement in discussing current business topics/industry events.

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