Eastern WV Community & Technical College
Master Course Record

Course Prefix and Number: BUS 101
Course Title: Introduction to Business
Recommended Transcript Title: Introduction to Business
Date Approved/Revised: 1/18/15; 11/20/17; 4/27/20

Credit Hours: 3
 Contact hours per week (Based on 15 week term):
     Lecture: 3
     Lab:

Prerequisite: None   **Corequisite:** None   **Pre/Corequisite:** None
Grading Mode: Letter Grade
Catalog Description: This course surveys the field of business, emphasizing the functions and structure of private business enterprise, and the roles of management, accounting, finance, and marketing in the enterprise.
Course Outcomes: 1. Demonstrate how to cultivate a business in a diverse and a global environment by discussing profits, risk taking, role of economy, and ethical and social responsibilities   2. Discuss business ownership and entrepreneurship   3. Discuss the importance of empowering employees to satisfy customers, structuring organizations and productions and operations management   4. Discuss human resource management and the importance of employee motivation, hiring and retaining best employees, dealing with union and employee-management issues   5. Discuss marketing and demonstrate knowledge of marketing plans, developing and pricing goods and services, distribution, and promotion   6. Discuss managing financial resources
Implementation Cycle: Fall

Role in College Curriculum: (Check all that apply)
   General Education Core (Specify category)
 X **Technical Core:** AAS BUS, ACC and IT; CAS ACC; CAS in Computer Applications Specialist; CAS IT, CAS AST; AAS AST
   Restricted Elective: CAS in BUS; AAS in AST (General Option); CAS in AST
   General Elective
   Workforce Education
   Other (Please specify)

Course Fee: None
Instructor's Qualifications: Master's degree with 18 graduate level business credits.
Expanded Course Description: Topics include the role of finance, accounting, technology, management, marketing, economics systems and human resource management.

Prepared by: Seyed Mirkhani, Division Chair for Business, Computer and Information Technology, 1/5/15; 9/27/17, 04/08/20

Approved Per LOT Minutes:

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Dean of Teaching and Learning   Date