WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Introduction to Business
COURSE NUMBER: BBM 102

I. RATIONALE:
The world of business is a fast-paced and dynamic environment where the only constant is an ever-changing global landscape. Business persons today need to be skilled in dealing with diversity, promoting ethics and social responsibility, sustaining customer relationships, understanding the impact of government regulation on business, finance and accounting, marketing, and the importance of e-business. Through this course students will identify the principles of the American enterprise system and its impact on a global marketplace, understand the nature of management and the dimensions of marketing strategy, and be able to describe the steps necessary when starting and growing a business.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A: Define the free enterprise system and the foundation upon which American business is built.

Learning Outcomes: The student will:

A-1 Identify the main participants and activities of business, and explain why studying business is important.
A-2 Describe the role of supply, demand, and competition in a free-enterprise system.

GOAL B: Contrast the American economic system with other economic systems.

Learning Outcomes: The student will:

B-1 Specify why and how the health of the economy is measured.
B-2 Trace the evolution of the American economy and discuss the role of the entrepreneur in the economy.

GOAL C: Identify the aspects involved with starting a business.

Learning Outcomes: The student will:
C-1 Define and describe the advantages and disadvantages of a sole proprietorship, partnership, and corporation.
C-2 Describe how you go about starting a new business and what resources may be needed.
C-3 Evaluate the various trends that affect the start up and operations of many small businesses.
C-4 Explain why so many businesses fail.

GOAL D:
Understand a Manager’s role in the business world.

Learning Outcomes: The student will:

D-1 Describe the major functions of management.
D-2 Explain the systematic approach to decision making used by managers.
D-3 Define operations management and explain how it differs in manufacturing and service firms.
D-4 Identify strategies that managers use to motivate employees and revive a struggling business.

GOAL E:
The importance of Marketing Strategy in today’s business world.

Learning Outcomes: The student will:

E-1 Explain the functions of marketing.
E-2 Understand how to develop marketing strategies.
E-3 Identify the forces that impact marketing decisions.
E-4 Define the components that make up the marketing mix.
E-5 Discuss the activities involved in promotion.

GOAL F:
Understand business ethics and social responsibility and describe the need for each.

Learning Outcomes: The student will:

F-1 Define business ethics and social responsibilities and understand their importance in business.
F-2 Describe how businesses can promote ethical behavior.
F-3 Explain the four dimensions to the corporate responsibility pyramid.
F-4 Determine a company’s social responsibility to each of the following: owners, shareholders, employees, customers, and the community.