

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Introduction to Business

COURSE NUMBER: BBM 102

PREREQUISITE(s): None

COURSE DESCRIPTION:

The world of business is a fast-paced and dynamic environment. Business owners 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, information systems, 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 any business. The course identifies the basic environment in which businesses operate (economic, operations management, and management principles).

MAJOR INSTRUCTIONAL GOALS:

GOAL A:

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

Learning Objectives: The student will:

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

GOAL B:

Compare the American economic system with other economic systems.

Learning Objectives: The student will:

- B-1 Specify how the health of the economy is measured.

- B-2 Recall the evolution of the American economy and discuss the role of the entrepreneur in the economy

GOAL C:

Analyze the factors involved with starting a business.

Learning Objectives: The student will:

- C-1 Evaluate the advantages and disadvantages of a sole proprietorship, partnership, and corporation.
- C-2 Analyze how you go about starting a new business and what resources may be needed.
- C-3 Describe the changing factors that could influence small businesses in the future.

GOAL D:

Understand a Manager's role in the business world.

Learning Outcomes: The student will:

- D-1 Describe the major functions of management, including the decision-making processes used by managers.
- D-2 Describe the importance of operations management and explain the difference regarding operations in manufacturing and service firms.
- D-3 Analyze strategies that managers use to motivate employees and revive a struggling business.

GOAL E:

Identify the importance of marketing strategy in today's business world.

Learning Outcomes: The student will:

- E-1 Explain the functions of marketing and the development of marketing strategies.
- E-2 Identify the forces that affect marketing decisions.
- E-3 Define the components that make up the marketing mix.

GOAL F:

Explain business ethics and social responsibility as it relates to business 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, specifically to the owners, shareholders, employees, customers, and community.
- F-2 Describe how businesses can promote ethical behavior.
- F-3 Define the four dimensions to the corporate responsibility pyramid.