

## Washtenaw Community College Comprehensive Report

### BMG 140 Introduction to Business Effective Term: Winter 2019

#### Course Cover

**Division:** Business and Computer Technologies

**Department:** Business

**Discipline:** Business Management

**Course Number:** 140

**Org Number:** 13210

**Full Course Title:** Introduction to Business

**Transcript Title:** Introduction to Business

**Is Consultation with other department(s) required:** No

**Publish in the Following:** College Catalog , Time Schedule , Web Page

**Reason for Submission:** Course Change

**Change Information:**

**Consultation with all departments affected by this course is required.**

**Rationale:** A new OER textbook is now being used. There are no changes to the course's outcomes and objectives.

**Proposed Start Semester:** Fall 2018

**Course Description:**

In this course, students will develop insights into the functions, goals, and problems of modern businesses, large and small. In addition, the course covers the impact of consumer, governmental, and global forces on the free-enterprise system. A practical orientation of career opportunities available in business and industry is also provided.

#### Course Credit Hours

**Variable hours:** No

**Credits:** 3

**Lecture Hours: Instructor:** 45 **Student:** 45

**Lab: Instructor:** 0 **Student:** 0

**Clinical: Instructor:** 0 **Student:** 0

**Total Contact Hours: Instructor:** 45 **Student:** 45

**Repeatable for Credit:** NO

**Grading Methods:** Letter Grades

Audit

**Are lectures, labs, or clinicals offered as separate sections?:** NO (same sections)

#### College-Level Reading and Writing

College-level Reading & Writing

#### College-Level Math

No Level Required

#### Requisites

#### General Education

**Degree Attributes**

Statewide articulation approved

## **Request Course Transfer**

### **Proposed For:**

Eastern Michigan University  
Ferris State University  
Oakland University

## **Student Learning Outcomes**

1. Recognize how businesses are formed, how they operate and how they serve their stakeholders.

### **Assessment 1**

Assessment Tool: Department exam

Assessment Date: Fall 2021

Assessment Cycle: Every Three Years

Course section(s)/other population: A random sample of a minimum of 40% of all students

Number students to be assessed: All

How the assessment will be scored: Answer key

Standard of success to be used for this assessment: 70% of students will score 70% or higher

Who will score and analyze the data: Departmental faculty

2. Identify the functions of business and how they work together to meet organizational goals.

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Who will score and analyze the data: Departmental faculty

3. Recognize different careers associated with each functional area of business.

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## **Course Objectives**

1. Recognize business as a system and the social, technological, legal/political and economic forces that impact the organization.
2. Identify ethical and social issues related to business.
3. Compare the different types of business structures and the benefits and disadvantages of each.
4. Identify the management functions, roles, skills, leadership styles and how management contributes to the success of an organization.
5. Compare different organizing structures and related organizing concepts.
6. Recognize human resource management processes and the basic laws concerning hiring, discrimination and disabilities.
7. Compare the different motivation theories and how they relate to workplace motivation strategies.
8. Recognize the elements of the marketing mix and how they work together to deliver value to customers.
9. Recognize distribution channels, transportation, and retailing as elements of the marketing strategy.
10. Recognize operations management as the acquisition and management of resources to produce goods

and/or deliver services.

11. Differentiate operation strategies that relate to the delivery of services versus the production of goods.
12. Recognize the role of the accounting processes and basic financial reports to the firm's management and to outside parties such as investors, creditors, and government agencies.
13. Identify the role of financial planning in determining investing options for short and long-term planning.
14. Recognize the role of the Federal Reserve, the banking system and the stock market in the economy.
15. Identify areas of business that are of particular interest to the student in terms of further study or potential careers.

### New Resources for Course

#### Course Textbooks/Resources

Textbooks

Open Educational Resource. *Intro to Business at WCC*, 1 ed. Washtenaw Community College, 2018

Manuals

Periodicals

Software

#### Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
<b>Faculty Preparer:</b> <i>Douglas Waters</i>	<i>Faculty Preparer</i>	<i>Aug 28, 2018</i>
<b>Department Chair/Area Director:</b> <i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Aug 29, 2018</i>
<b>Dean:</b> <i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Aug 29, 2018</i>
<b>Curriculum Committee Chair:</b> <i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Sep 18, 2018</i>
<b>Assessment Committee Chair:</b> <i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Sep 18, 2018</i>
<b>Vice President for Instruction:</b> <i>Kimberly Hurns</i>	<i>Approve</i>	<i>Sep 19, 2018</i>