

Course Objectives/Course Outline
Spokane Community College

Course Title: Introduction to Business
Prefix and Course Number: BUS& 101

Course Learning Outcomes:

By the end of this course, a student should be able to:

- Describe and identify the field of business
- Explain how a for-profit business is organized & managed.
- Describe the American economic system and distinguish the differences between it and other economic systems
- Identify the various functional areas of business, for example: accounting, finance, legal, human resources, advertising, small business, and international business
- Explain the various ways businesses can be financed
- Apply appropriate vocabulary for business
- Discuss the demands of a continually changing business environment
- Name a variety of career opportunities in the field of business
- Describe the role of labor and management in the American Business System

Course Outline:

- I. Business
 - A. Organization
 - B. Operation
 - C. Management
 - D. Opportunities
 - E. Ownership
 - F. Marketing
 - G. Physical factors
 - H. Human Resources
 - I. Finance
 - J. Regulations
 - K. Decision-making process