

## FLORIDA STATE COLLEGE AT JACKSONVILLE

## COLLEGE CREDIT COURSE OUTLINE

COURSE NUMBER:	GEB 1011
COURSE TITLE:	Introduction to Business
PREREQUISITE(S):	None
COREQUISITE(S):	None
CREDIT HOURS:	3
CONTACT HOURS/WEEK:	3
CONTACT HOUR BREAKDOWN:	
Lecture/Discussion:	3
Laboratory:	
Other _____:	
FACULTY WORKLOAD POINTS:	3
STANDARDIZED CLASS SIZE ALLOCATION:	35
CATALOG COURSE DESCRIPTION:	This course is an introduction to current business systems and procedures in today's world. The orderly presentation of the subject matter provides students with the framework for further study in the field or the background for practical application in business and industry.
SUGGESTED TEXT(S):	<p><u>Contemporary Business</u>, Latest Edition, Boone, Louis E., Vernon A. and Kurtz, David L. Holt Rinehart and Winston.</p> <p><u>Business Today</u>, Latest Edition, Rachman, David J., and Mescon, Michael H. Random House.</p> <p><u>Introduction to Modern Business</u>, latest edition, Musselman &amp; Jackson. Prentice-Hall.</p> <p><u>Business Essentials</u>, Latest Edition. Ebert &amp; Griffin, Prentice Hall.</p> <p><u>Understanding Business</u>, Latest Edition Nicholes, McGraw Hill</p>
IMPLEMENTATION DATE:	November 16, 1987
REVIEW OR MODIFICATION DATE:	Fall Term, 2002 (20031) Fall Term, 2008 (20091) Outline Review 2007

COURSE TOPICS	<u>CONTACT HOURS PER TOPIC</u>
I. Introduction	8
A. The Environment of Business	
B. Foundations of Business	
C. Social Responsibility	
D. Forms of Business Ownership	
II. Management of the Enterprise	6
A. Introduction to Management	
B. Role of Organization	
C. Human Relations in Management	
III. Management of Production and Human Resources	6
A. Human Resources Management	
B. Labor-Management Relations	
C. Production Management	
IV. Marketing Management	8
A. Marketing: Matching Consumer Needs	
B. Marketing Channels	
C. Promotional Strategy	
D. Pricing Strategy	
E. Oral Presentation	
V. Financing and Enterprise	8
A. Money and Banking	
B. Financial Management	
C. The Securities Market	
D. Risk Management and Insurance	
E. Accounting	
VI. Additional Dimensions	9
A. Small Business	
B. Franchising	
C. Data Processing	
D. Business Law	
E. Government Regulations	
F. Multinational & Global Business	
G. The Future of U.S. Business	
H. Ethics	
I. Quality Control	
J. Customer Service	

STRONGLY RECOMMENDED:

\*Oral technology enhanced presentations are required of each student as a specific topic in this course.

PROGRAM TITLE: Business Administration and Management

COURSE TITLE: Introduction to Business

CIP NUMBER: 0506.040102

LIST PERFORMANCE STANDARD ADDRESSED:

NUMBER(S): TITLES(S):

01.0 PERFORM MATH COMPUTATIONS -- The student will be able to:

01.01 Solve addition, subtraction, multiplication, and division problems manually.

01.02 Solve addition, subtraction, multiplication, and division problems using a calculator.

01.06 Interpret graphs and tables.

01.09 Determine whether sufficient, insufficient, or extraneous information is given for solving a problem.

02.0 PERFORM KEYBOARDING/TYPEWRITING ACTIVITIES -- The student will be able to:

02.03 Identify formatting principles.

03.0 PERFORM ACCOUNTING ACTIVITIES -- The student will be able to:

03.18 Interpret financial statements.

03.19 Demonstrate a knowledge of the accounting cycle.

04.0 PERFORM COMMUNICATION ACTIVITIES -- The student will be able to:

04.01 Follow oral and written instructions.

04.03 Prepare, outline, and deliver a short oral presentation.

04.04 Participate in a group discussion as a member and as a leader.

04.05 Obtain appropriate information from graphics, maps, or signs.

04.06 Locate and record information retrieved from written resources including current business periodicals.

04.07 Annotate letters, reports, and/or news articles.

04.10 Spell and define words, including business terminology.

05.0 DEVELOP HUMAN RELATIONS SKILLS -- The student will be able to:

05.01 Demonstrate appropriate work habits.

05.02 Identify traits that promote good human relations and increase job performance.

06.0 DEMONSTRATE APPROPRIATE GROOMING HABITS -- The student will be able to:

06.01 Identify appropriate attire and grooming for a business office.

## LIST PERFORMANCE STANDARD ADDRESSED: (CONTINUED)

NUMBER(S):            TITLES(S):

- 07.0 PERFORM JOB APPLICATION ACTIVITIES -- The student will be able to:
- 07.01 Identify sources of employment opportunities.
  - 07.03 Classify behaviors considered to be appropriate or inappropriate in a job interview situation.
- 08.0 PERFORM INFORMATION PROCESSING ACTIVITIES -- The student will be able to:
- 08.01 Demonstrate a knowledge of data processing concepts.
  - 08.02 Identify computer hardware components and software.
  - 08.04 Locate requested information on a computer printout.
- 09.0 DEVELOP LEADERSHIP SKILLS -- The student will be able to:
- 09.03 Greet and introduce individuals.
- 10.0 PERFORM CONSUMER ECONOMIC ACTIVITIES -- The student will be able to:
- 10.01 Identify basic concepts of the American economic system.
  - 10.02 Identify basic types and sources of consumer credit.
- 11.0 PERFORM DECISION MAKING ACTIVITIES -- The student will be able to:
- 11.02 Demonstrate the ability to determine the proper priority of work.
  - 11.04 Choose appropriate action in situations requiring application of business ethics.
- 12.0 IDENTIFY, CLASSIFY, AND DEMONSTRATE MANAGEMENT ACTIVITIES -- The student will be able to:
- 12.01 Identify the correct definition of management.
  - 12.02 Identify management positions of styles.
  - 12.03 Identify the major functions of management.
  - 12.04 Classify activities as part of the planning function of management.
  - 12.05 Classify activities as part of the organizing function of management.
  - 12.06 Classify activities as part of the staffing function of management.
  - 12.07 Classify activities as part of the directing function of management.
  - 12.08 Classify activities as part of the controlling function of management.
  - 12.09 Distinguish among management functions.
  - 12.10 Demonstrate a knowledge of the relationship between authority and responsibility to task accomplishment.
  - 12.11 Select the most effective communication systems.
  - 12.12 Identify problems and make an appropriate decision.



NOTE: Use either the Tab key or mouse click to move from field to field. The box will expand to accommodate your entry.

<b>Section 1</b>	
<b>COURSE PREFIX AND NUMBER:</b> <u>GEB1011</u>	<b>SEMESTER CREDIT HOURS:</b> <u>3</u>
<b>COURSE TITLE:</b> <u>Introduction to Business</u>	

**Section 2**  
**TYPE OF COURSE: (Click on the box to check all that apply)**

<input type="checkbox"/> AA Elective	<input type="checkbox"/> AS Required Professional Course	<input type="checkbox"/> College Prep
<input type="checkbox"/> AS Professional Elective	<input type="checkbox"/> AAS Required Professional Course	<input type="checkbox"/> Technical Certificate
<input type="checkbox"/> Other _____	<input type="checkbox"/> PSAV	<input type="checkbox"/> Apprenticeship
<input type="checkbox"/> General Education: (For General Education courses, you must also complete Section 3 and Section 7)		

**Section 3 (If applicable)**  
**INDICATE BELOW THE DISCIPLINE AREA FOR GENERAL EDUCATION COURSES:**

<input type="checkbox"/> Communications	<input type="checkbox"/> Social & Behavioral Sciences	<input type="checkbox"/> Mathematics
<input type="checkbox"/> Natural Sciences	<input type="checkbox"/> Humanities	

**Section 4**  
**INTELLECTUAL COMPETENCIES:**

X Reading	<input type="checkbox"/> Speaking	X Critical Analysis	<input type="checkbox"/> Quantitative Skills	<input type="checkbox"/> Scientific Method of Inquiry
X Writing	<input type="checkbox"/> Listening	X Information Literacy	X Ethical Judgment	<input type="checkbox"/> Working Collaboratively

<b>Section 5</b>		
<b>LEARNING OUTCOMES</b>		<b>METHOD OF ASSESSMENT</b>
•	Students will be able to demonstrate knowledge of basic business concepts and terminology.	Exams, Assignments, Discussions or Projects
•	Students will be able to demonstrate an understanding of management function.	Exams, Assignments, Discussions or Projects
•	Students will understand the functions of human resources, employee behavior, and key elements in managing people.	Exams, Assignments, Discussions or Projects
•	The student will be able to describe the role of the marketing function within business.	Exams, Assignments, Discussions or Projects
•	Students will be able to demonstrate an understanding of the importance of ethical issues and social responsibility in business operations.	Exams, Assignments, Discussions or Projects
•	Students will be able to demonstrate an understanding of accounting and basic financial activities.	Exams, Assignments, Discussions or Projects

**Section 6**

Name of Person Completing This Form: Shawna Coram      Date: 9/29/07