

BUS 110 Introduction to Business

COURSE DESCRIPTION:

Prerequisites: ENG 090 and RED 090 or DRE 098; or satisfactory score on placement test Corequisites: None

- V. The fundamentals of management
 - A. The scope of management
 - B. The management processes
 - C. Crisis management

- VI. Organizing for business
 - A. Defining organization structure
 - B. Designing the formal organization
 - C. Understanding the informal organization

- VII. Human Relations
 - A. Human relations within an organization
 - B. Motivation theory
 - C. The challenge of motivation workers
 - D. Motivational techniques

- VIII. Human Resource Management
 - A. The process of human resource management
 - B. The rule of compensation
 - C. Changes in employment status

- IX. Union Management Relations
 - A. Labor organizations in the U.S. economy
 - B. The collective-bargaining process
 - C. When negotiations break down
 - D. The collective-bargaining agreement
 - E. Union management relations in a changing environment

- X. Marketing and consumer behavior
 - A.

- C. Advertising
- D. Public relations
- E. Sales Promotion

- XIII. Computers and Information Technology
 - A. Computers in today's business environment
 - B. Information – processing technology
 - C. Privacy and security in the information age
- XIV. Financial Management
 - A. Finance: a company's lifeblood
 - B. Short-term financing
 - C. Long-term financing
 - D. Internal financial planning and control

REQUIRED TEXTBOOK AND MATERIAL:

The textbook: Foundations of Business 7th Edition by Pride, Hughes, Kapoor, and Cengage MindTap software.