Administrative Unit: Business Administration Department

Course Prefix and Number: MGMT 150

Course Title: Introduction to Business

Number of Credit Hours: 3 Lecture Hours: 3 Laboratory Hours: 0

Catalog Description: Comprehensive survey of the major areas of business and its environment. Concepts, issues, and vocabulary are emphasized. Offered Fall and Spring.

Prerequisite(s)/Corequisite(s): None.

Text(s): Most current editions of the following:


Course Objectives:

• To explore the major fundamental areas of business: accounting, finance, marketing, and management.
• To explain the environment and language of business

Measurable Learning Outcomes:

• Explain what is meant by “business” and how it relates to its domestic and global environment as well as to society.
• Understand the types of decisions involved in organizing and operating a business and the issues involved in making those decisions.
• Explain how to effectively manage and lead an organization so as to achieve customer satisfaction.
• Understand how to manage and motivate human resources in view of today’s challenges.
• Explain how a business can develop a strategy directed toward the following:
  • Assuring that its customers receive the products and services desired at a price they are willing to pay;
  • Assuring that customers receive those products and services at the time and place desired; and
  • Assuring that its customers are informed by means of effective communication systems.
• Explain the types of information which are vital
  • to effective management, especially financial information
  • and demonstrate how to use such information
Topical Outline (major areas of coverage):

- Building Blocks of Effective Messages
  - Write documents using concepts of building goodwill, adapting your message, increasing its readability, planning composing and revising
- Letters, Memos and E-Mail Messages
  - Writing informative, positive, negative, persuasive, rational, and promotional communications
- Interpersonal and Cross-cultural Communication
  - Identify communication problems and experience improving your communications
- Reports and Oral Presentations
  - Write a report and prepare and deliver one or more excellent oral presentations
- Resumes, Cover Letters, and Job search
  - Plain a professional job search and write a professional resume and cover letter for a specific purpose

Every Business Administration course includes a written and oral presentation component.

Recommended maximum class size for this course: **20**

Library Resources: Online databases are available at [http://www.ccis.edu/offices/library/resources.asp](http://www.ccis.edu/offices/library/resources.asp). You may access them from off-campus using your eServices login and password when prompted.

Prepared by: **Dr. Steven Heller**

Name ___________________________ Signature ___________________________

Date: **March 8, 2006**

**NOTE:** The intention of the master syllabus is to provide an outline of the contents of this course, as specified by the faculty of Columbia College, regardless of who teaches the course, when it is taught or where it is taught. Faculty members teaching this course for Columbia College are expected to facilitate learning pursuant to the course objectives and cover the subjects listed in the topical outline. However, instructors are also encouraged to cover additional topics of interest so long as those topics are relevant to the course’s subject. The master syllabus is, therefore, prescriptive in nature but also allows for a diversity of individual approaches to course material.

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