

WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Introduction to Business

COURSE NUMBER: BBM 102

PREREQUISITE(s): None

COURSE DESCRIPTION:

The world of business is a fast-paced and dynamic environment. Business owners today need to be skilled in dealing with diversity, promoting ethics and social responsibility, sustaining customer relationships, understanding the impact of government regulation on business, finance and accounting, marketing, information systems, and the importance of e-business.

Through this course, students will identify the principles of the American enterprise system and its impact on a global marketplace, understand the nature of management and the dimensions of marketing strategy, and be able to describe the steps necessary

- B-2 Recall the evolution of the American economy and discuss the role of the entrepreneur in the economy

GOAL C:

Analyze the factors involved with starting a business.

Learning Objectives: The student will:

- C-1 Evaluate the advantages and disadvantages of a sole proprietorship, partnership, and corporation.
- C-2 Analyze how you go about starting a new business and what resources may be needed.
- C-3 Describe the changing factors that could influence small businesses in the future.

GOAL D:

Understand a Manager's role in the business world.

Learning Outcomes: The student will:

- D-1 Describe the major functions of management, including the decision-making processes used by managers.
- D-2 Describe the importance of operations management and explain the difference regarding operations in ma n (i) (ng) 1 (pr) 7 (oc) 14 E (prc) 1ng) 9 (h) 1 (e) TjEMC

- F-1 Define business ethics and social responsibilities and understand their importance in business, specifically to the owners, shareholders, employees, customers, and community.
- F-2 Describe how businesses can promote ethical behavior.
- F-3 Define the four dimensions to the corporate responsibility pyramid.