



BUS 113: Introduction to Business Functions and Practices

This course provides a general survey of the functions and practices of a business and the external institutions and organizations that facilitate the operation of business units. The course introduces students to the various functional activities of business organizations. It provides an overview of careers in accounting, marketing, general management, human resource management, finance, purchasing, and production and operations management. College study skills, critical thinking, and time management techniques are integrated into the course presentation. Students will learn how to develop a job search strategy, including how to prepare a resume and a cover letter and to prepare for job interviews. Three lecture hours per week.

Course Student Learning Outcomes

1. Explain how external factors of culture, economics, legal requirements, political activity, technology, the internet and the news media affect the operation of a business. 2. Explain basic functions of accounting, marketing, general management, human resource management, finance, purchasing, and production and operations management within a business. 3. Demonstrate the skills needed to develop ideas and make strategic business recommendations based on ethics, proper research, analysis, and critical thinking. 4. Apply basic marketing principles to recommend and develop a strategy to solve a marketing business challenge. 5. Develop a job search strategy, including the preparation of a resume, and a cover letter.

Credits: 3

Program: Business