



# BROWARD COMMUNITY COLLEGE COURSE OUTLINE

**LAST REVIEW: 2009-10**  
*2008-2009*

**NEXT REVIEW: 2014-15**  
*2013-2014*

**STATUS: A**  
*A*

**COURSE TITLE: Introduction to Business**

**COMMON COURSE NUMBER: GEB 1011**

**CREDIT HOURS: 3**

**CONTACT HOUR BREAKDOWN**  
*(per 16 week term)*

**CLOCK HOURS:**  
*(Voc. Course ONLY)*

Lecture: **48**      Lab:  
Clinic:              Other:

**PREREQUISITE(S): none**

**COREQUISITE(S): none**

**PRE/COREQUISITE(S): none**

## **COURSE DESCRIPTION:**

This course provides a basic study of business activity and how it relates to our economic society. Topics covered include how businesses are owned, organized, managed and controlled. Course content emphasizes business vocabulary, areas of business specialization, and career opportunities.

## **UNIT TITLES**

- 1. The Environment of Business**
- 2. Management**
- 3. Marketing**
- 4. Quantitative Decision Making**
- 5. Managing Financial Decisions**
- 6. Small Business, International Business, and Career Opportunities**



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## EVALUATION:

Evaluation may include but is not limited to the following:

Exams, Quizzes, Presentations, Portfolios, Discussions, Class Participation, Attendance, Projects, Co-ops, Practicum, Internships, Externships, and Research Reports.

*\*\*\* Complete the following only if course is seeking general education status \*\*\**

## GENERAL EDUCATION Competencies and Skills\*:

Please highlight in **green** font all Competencies/Skills from the list below that apply to this course. In the box to the right of the Competency/Skill, enter all specific learning outcome numbers (i.e. 1.1, 2.7, 5.12) that apply.

1. Read with critical comprehension	
2. Speak and listen effectively	
3. Write clearly and coherently	
4. Think creatively, logically, critically, and reflectively (analyze, synthesize, apply, and evaluate)	
5. Demonstrate and apply literacy in its various forms: (highlight in <b>green</b> ALL that apply) (1. technological, 2. informational, 3. mathematical, 4. scientific, 5. cultural, 6. historical, 7. aesthetic and/or 8. environmental )	
6. Apply problem solving techniques to real-world experiences	
7. Apply methods of scientific inquiry	
8. Demonstrate an understanding of the physical and biological environment and how it is impacted by human beings	
9. Demonstrate an understanding of and appreciation for human diversities and commonalities	
10. Collaborate with others to achieve common goals.	
11. Research, synthesize and produce original work	
12. Practice ethical behavior	
13. Demonstrate self-direction and self motivation	
14. Assume responsibility for and understand the impact of personal behaviors on self and society	
15. Contribute to the welfare of the community	

*\* General Education Competencies and Skills endorsed by '05-'06 General Education Task Force*



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## UNITS

### Unit 1

#### General Outcome:

- 1.0 The student shall: be able to describe the basic environments (legal, social, economic), both domestic and international, in which a business operates.**

#### Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 1.1 Explain what a business is and how it operates within the private enterprise system.**
- 1.2 Compare and contrast the basics of capitalism and comparative economic systems.**
- 1.3 Describe how a business can function in several environments (i.e., cultural, international, legal, economic).**
- 1.4 Recognize the social ethical responsibilities of a business, as well as the responsibilities of specific groups (i.e., owners and employees).**
- 1.5 Describe the impact and significance of e-commerce as part of a business model.**



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## Unit 2

### General Outcome:

- 2.0 The student shall: be able to explain basic concepts of management and recognize problems faced in operating a business enterprise.**

### Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 2.1 Describe and explain the management functions.**
- 2.2 Recognize various forms of business ownership.**
- 2.3 Describe various organizational structures and their advantages and disadvantages.**
- 2.4 Distinguish various management levels, their duties, and responsibilities.**
- 2.5 Recognize various styles of leadership and basic principles of organizational behavior.**
- 2.6 Describe the major functions of the human resource manager.**
- 2.7 Explain the issues of management/labor relations and the role of unions in today's business world.**



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## Unit 3

### General Outcome:

- 3.0 The student shall describe the basic concepts related to the marketing of goods and services.

### Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 3.1 Identify the nature of marketing.
- 3.2 List components of the marketing mix.
- 3.3 Describe basic production methods.
- 3.4 Explain basic pricing strategies, promotional strategies, selling techniques, and use of advertising.
- 3.5 Compare channels of distribution.
- 3.6 Contrast various methods of transporting products.
- 3.7 Recognize the opportunities associated with international trade and commerce in marketing products.



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## Unit 4

### General Outcome:

- 4.0 The student shall: recount basic information with respect to money and banking, financial management, stock and bond markets, and risks involved in business**

### Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 4.1 Define money and describe its characteristics and functions.**
- 4.2 Outline major elements of the U.S. banking system, including the relationship between the Federal Reserve and all other banks.**
- 4.3 Explain the role and importance of a firm's financial manager and problems one may encounter.**
- 4.4 Describe the workings of various markets, how stocks and bonds are bought and sold, and how to read stock and bond quotations.**
- 4.5 Explain the differences between stocks and bonds and the advantages and disadvantages of each.**
- 4.6 Explain the meaning and nature of risk, describe how it affects the operation of a business, and recognize how risk can be managed.**
- 4.7 Identify different types of insurance policies available and their essential elements.**



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## Unit 5

### General Outcome:

- 5.0 The student shall: describe the basic elements of accounting, computers, data processing, and quantitative methods with emphasis on the role these play in business.**

### Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 5.1 Define accounting and explain its role as a form of business communication.**
- 5.2 Describe the purpose, content, and format of financial statements, and identify their primary users.**
- 5.3 Identify the basic functions and limitations of computers.**
- 5.4 Explain how information is processed.**
- 5.5 Outline recent developments in computer technology.**
- 5.6 Explain the importance of quantitative analysis in managerial decision-making and problem-solving.**



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## Unit 6

### General Outcome:

- 6.0 The student shall: identify and describe the changing factors that could influence business in the future, and relate how these factors could affect their careers.

### Specific Measurable Learning Outcomes:

Upon successful completion of this unit, the student shall be able to:

- 6.1 Define a small business and recognize its advantages and disadvantages as compared to larger businesses.
- 6.2 Identify major sources of financial and managerial assistance to small businesses.
- 6.3 Analyze U.S. trade relation trends and describe levels of involvement.
- 6.4 Define key terms used in international trade.
- 6.5 Describe advances in technology, and how it will affect individual privacy and jobs of the future.
- 6.6 Explore some of the problems facing business today that could have an effect on employment in the future.