

ECON 203 : Introduction to Business

Introduces the evolution of business and entrepreneurship. Course topics provides an opportunity to analyze global, explore the human side of business and examine the functional approach to information technology, ethical and legal environments of business, human resource management, marketing, operations management and finance. Included in the course is a view of the contemporary business and management world, the rise of international business management, the significance of small businesses management, the growth of the service sector, and the role of ethics and product quality.

Credits 3

CIP Code

45.0601

Prerequisites

or any 3 credit hours MATH. LIBR 150 may be taken concurrently.

Prerequisite Courses

ENGL 111

LIBR 150

MATH 120

Course Outcomes

After successfully completing the course, the learner will be able to:

- Compare and contrast the roles, relationships, and effects of small and large businesses on society and the environment.
- Assess local, national, and global regulatory and competitive environments and develop operational strategies.
- Compare start-up and growth strategies for the management of human, financial, and operational resources.
- Demonstrate an understanding of the forces that shape the business and economic structure of the United States of America.
- Demonstrate an understanding of the major functions of business, including Management, Accounting/Finance, Marketing, Investments, and Information Technology.
- Explain why business ethics is an integral part of every business organization