



## **BUS-101 Business Principles and Management**

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### **Description:**

BUS-101 exposes students to a wide variety of Business topics. Specifically, this course addresses forms of business ownership, management and organization, human resources management, marketing, social media and e-business, information systems, accounting, and finance. Core topics emphasize ethics and social responsibility, small business and entrepreneurship and global issues, while new coverage examines the impact of social media on business, international business, green and socially responsible business, and sustainability.

**Textbook:** Principles of Business 9<sup>th</sup> Ed. – Dlabay, Burrow, Kleindl – ISBN: 9781337904179

### **Course objectives:**

Throughout the course, you will meet the following goals:

- Compare and contrast needs and wants, distinguish between goods and services.
- Define gross domestic product, describe economic measures of labor.
- Describe importing and exporting activities and list factors that affect global currencies.
- Discuss role of business in the U.S. economy, describe the three major types of business.
- Describe the levels of management in businesses and organizations.

### **Contents:**

Ch 1: Economic Decisions and Systems	Ch 11: Business and Technology
Ch 2: Economic Activity	Ch 12: Financial Management
Ch 3: Business in the Global Economy	Ch 13: Production and Business Operations
Ch 4: Social Responsibility of Business and Gov't	Ch 14: Risk Management
Ch 5: Business Organization	Ch 15: Consumers in the Global Economy
Ch 6: Entrepreneurship and Small Business Mngmt	Ch 16: Money Management and Planning
Ch 7: Management and Leadership	Ch 17: Banking and Financial Services
Ch 8: Human Resources, Culture, and Diversity	Ch 18: Consumer Credit
Ch 9: Career Planning and Development	Ch 19: Savings and Investment Strategies
Ch 10: Marketing	Ch 20: Insurance

### **Grading Scale**

**A = 95-100%**  
**B = 88-94.9%**  
**C = 80-87.9%**  
**D = 70-79.9%**  
**F = Below 70%**

### **Grade Weighting**

**Chapter Quizzes..... 70%**  
**Final Exam ..... 30%**  
**100%**