

**Common Course Outline**  
**MNGT 101**  
**Introduction to Business**  
**3 Credits**

**Community College of Baltimore County**

**Description**

**MNGT 101 – Introduction to Business** examines the functions of business and develops a framework for the further study of business. It serves as an interdisciplinary course drawing from such areas as marketing, product strategy, finance, and business ethics.

**3 Credits**

**Prerequisites:** ACLT 052 or ACLT 053

**Overall Course Objectives**

Upon completion of this course students will be able to:

1. define business;
2. describe the factors that affect ethical behaviors and social responsibilities;
3. compare and contrast strategies used to compete in global markets;
4. explain the methods of acquiring ownership in a business;
5. identify small businesses, entrepreneurship, and franchises;
6. describe the functions of management;
7. explain what is meant by the levels of management;
8. compare the various organizational models;
9. describe the production of quality goods and services;
10. describe components of human resources management;
11. compare and contrast the theories of motivation;
12. describe the process of building customer relationships through marketing;
13. identify pricing strategies;
14. explain the elements of product distribution and promotion;
15. examine social media tools and their impact on marketing products and services;
16. explain e-business models and related legal and ethical concerns;
17. describe management of accounting information; and
18. explain the roles and responsibilities of financial managers.

**Major Topics**

- I. Define a Business
  - A. Creation of wealth
  - B. Economic systems
  - C. Elements of competition
  - D. Factors affecting the business environment

- II. Ethical Standards
  - A. Managing businesses
  - B. Ethical standards
  - C. Corporate and international social responsibilities
- III. Global Markets
  - A. Comparative and absolute advantage
  - B. Importing and exporting
  - C. International trade agreements
  - D. Global market strategies
- IV. Business Ownership
  - A. Sole proprietorship
  - B. Partnership
  - C. Corporation
- V. Small Businesses
  - A. Entrepreneurship
  - B. Franchising
- VI. Functions of Management
  - A. Levels of management
  - B. Styles of leadership
- VII. Management of Organizations
  - A. Centralized or decentralized
  - B. Tall and flat
  - C. Line and staff
- VIII. Quality Goods and Services
  - A. Conversion process
  - B. Quality control
- IX. Human Resources Management
  - A. Recruiting and selection
  - B. Compensation and benefits
  - C. Diversity
- X. Motivating Employees
  - A. Major historical perspectives
  - B. Key motivational techniques
- XI. Customer Relationship Management
  - A. Marketing concept
  - B. Marketing strategy
  - C. Buying decision process
- XII. Pricing Strategies
  - A. Product development
  - B. Product line and mix
- XIII. Distribution and Promotion
  - A. Distribution channels
  - B. Promotional mix
- XIV. Social Media
  - A. Social media tools
  - B. Social media plan

- XV. E-business
  - A. Fundamental models
  - B. Ethics and legal concerns
  - C. Future challenges
- XVI. Management and Accounting Information
  - A. Management information requirements
  - B. Financial statement
- XVII. Financial Management
  - A. Planning financial management
  - B. Debt financing

### **Course Requirements**

Grading procedures will be determined by the individual faculty member but will include the following:

### **Grading/exams**

- Class attendance and participation
- A minimum of three exams

Written Assignments: Students are required to use appropriate academic resources. The individual faculty member will determine specific writing assignments but must include a minimum of three written assignments. Examples include but are not limited to:

- Topic related exercises
- Written case studies
- Term paper/project

### **Other Course Information**

This course is one of the program requirements for Business Administration and Business Management.

Date Revised: 05/16/19