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### Syllabus College Now BA11 - Introduction to Business

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**Kingsborough Community College  
The City University of New York**

**Syllabus: Introduction to Business - 3 credits, 3 hours**

**Course Description:**

This course provides an introduction to the dynamic world of business. The students are introduced to the dynamic world of business organization, from the sole proprietorship (entrepreneur) to the corporation. Through discussion, case studies and the Internet, students explore the fundamentals of management, marketing, human resources, finance and business in the global environment.

**College Now Description:**

Students are introduced to the dynamic world of business through lectures, discussions, case studies, readings and the Internet. The course focuses on the fundamentals of management, marketing, finance and business in the global environment, with special attention to the issues involved in entrepreneurship, franchising and formulating a business.

**Explanation:**

Business is one of the cornerstones of the American way of life. This course introduces students who may wish to pursue Business as a major to the basic concepts required to understand the successes and failures of business organizations at every level, and their impact on the U.S. economy. It will also acquaint students with the dynamics of technological changes occurring in the domestic and global environment so that their knowledge of the business world will be current and practical.

**Course Objectives:**

Upon completion of this course, students will be able to:

- Have a firm grasp of the practical aspects of fundamentals of business.

- Define various business systems, with their potential risks and rewards.
- Identify the interactive roles of households, businesses and governments.
- Understand the types of ethical concerns and social responsibilities that arise in the business world.
- Describe the basic differences, advantages and disadvantages among the three most common forms of business ownership; sole proprietorships, partnerships and corporation.
- Describe the nature of small businesses and the reasons that some succeed while others fail.
- Define management in terms of its four basic functions: goal setting and planning, organizing, leading and motivating, and controlling.
- Identify key management skills and roles in various organizational contexts.
- Explain the major components of human resource management as well as the challenges of cultural diversity in the work place.
- Trace the development of major marketing concepts, including the four elements of the marketing mix: product, price, promotion and distribution.
- Identify the factors that may influence consumer and industrial buying behaviors.
- Analyze international trade and its positive and negative impact on US business and society.
- Identify career opportunities in the context of current employment trends.

### **Topical Course Outline:**

1. Exploring the World of Business (Chapter 1)  
<https://openstax.org/books/introduction-business/pages/1-introduction>
2. Being Ethical and Social Responsibility (Chapter 2)  
<https://openstax.org/books/introduction-business/pages/2-introduction>
3. Choosing a Form of Business Ownership (Chapter 4)  
<https://openstax.org/books/introduction-business/pages/4-introduction>
4. Entrepreneurship: Starting and Managing Your Own Business (Chptr 5)  
<https://openstax.org/books/introduction-business/pages/5-introduction>
5. Management and Leadership in Today's Organizations (Chapter 6) and Designing Organizational Structures (Chapter 7)  
(AKA: Understanding the Management Process)

<https://openstax.org/books/introduction-business/pages/6-introduction>  
<https://openstax.org/books/introduction-business/pages/7-introduction>

6. Managing Human Resources and Labor Relations (Chapter 8) (AKA: Attracting and Retaining the Best Employees)  
<https://openstax.org/books/introduction-business/pages/8-introduction>
7. Creating Products and Pricing Strategies to Meet Customers' Needs (Chapter 11)  
<https://openstax.org/books/introduction-business/pages/11-introduction>
8. Distributing and Promoting Products and Services (Chapter 12)  
(<https://openstax.org/books/introduction-business/pages/12-introduction>)
9. Competing in the Global Marketplace (Chapter 3)  
<https://openstax.org/books/introduction-business/pages/3-introduction>

### **Optional Topics:**

- Motivating Employees (Chapter 9) <https://openstax.org/books/introduction-business/pages/9-introduction>
- Understanding Securities Markets and Investments (Chapter 16)  
<https://openstax.org/books/introduction-business/pages/16-introduction>
- Your Career in Business (Chapter 17)  
<https://openstax.org/books/introduction-business/pages/17-introduction>

### **Methods of Teaching:**

- Assigned readings on relevant topics selected by the professor.
- Class discussion of assignments including relevant reading materials.
- Lectures to elucidate concepts described in the textbook and ancillary reading materials.
- Oral presentations and debates by students focusing on relevant topics.
- Student written reports and analyses of cases.
- Talks on relevant topics by guest speakers.
- Distribution of articles and critiques identified in leading business journals.
- Use of audio-visual materials where relevant and available.

- Review of examinations as a means of comprehensively summarizing the course material.
- Private student conferences to provide individual guidance relating to either course content or the student's particular interest and career plans.

### **Assignments:**

- Required reading in course textbook.
- Assigned readings from current business journals and case studies.
- Term projects.
- Written analysis of an interview with management personnel.
- Oral presentation and/or debate on current business topics.

### **Method of Evaluation:**

- Midterm and final examinations based on assigned readings and class discussion.
- Unit examinations, where appropriate.
- Analysis of student contributions to class discussions.
- Analysis of written and oral presentations.
- Analysis of oral presentations.
- Analysis of term projects.
- Analysis of internet-based projects.

### **Required Reading:**

**Introduction to Business; an OpenStax textbook, Publisher XanEdu**

**This textbook is a Zero Cost Textbook (ZTC) and is available at no cost online at the following link:**

**<https://openstax.org/details/books/introduction-business>**

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