HIGHLAND COMMUNITY COLLEGE

Syllabus

BUS 101 Introduction to Business
3 Credit Hours (Lecture)
Prerequisites: None
Revision Date: 8/28/2025
C & I Revision Date: 09/12/2025

Department:

Business

Course Description:

This course provides a preview of business which includes business organization and management, the financing of business operation, the marketing of the product or service, the accounting of business transactions, and career information.

Course Competencies:

The learning outcomes and competencies detailed in this syllabus meet or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Groups for this course as approved by the Kansas Board of Regents, Fall 2021. (**Kansas Regents Shared Number Course and Title: KRSN Course BUS 1020 Introduction to Business**.)

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

1. Identify and define Accounting and Finance from academic and professional perspectives.
2. Identify and define Marketing from academic and professional perspectives.
3. Identify and define Management and Leadership from academic and professional perspectives.
4. Identify and define Information Systems from academic and professional perspectives.
5. Identify and define Entrepreneurship from academic and professional perspectives.
6. Identify and define Economics from academic and professional perspectives.
7. Identify and define International Business from academic and professional perspectives.
8. Identify and define Supply Chain/Operations Management from academic and professional perspectives.
9. Identify the role of ethics and social responsibility in business.

Course Content:

A. Business Trends: Cultivating a Business in Diverse, Global Environments
B. Business Ownership: Starting a Small Business
C. Business Management: Empowering Employees to Satisfy Customers
D. Management of HR: Motivating Employees to Produce Quality Goods and Services
E. Marketing: Developing and Implementing Customer-Oriented Marketing Plans
F. Managing Financial Resources

Learning Assessments:

Assessment techniques may include but are not limited to: group activities, written assignments, reflection papers/discussions on selected readings, projects, class presentations, quizzes and exams.

Instructional Materials:

Textbook: Nickels, W. G., McHugh, J.M., & McHugh, S.M. (2016). *Understanding Business* (11th ed.), McGraw-Hill. ISBN: 978-0078023163.

Textbook: Nickels, W. G. (2022). *Understanding Business*, McGraw-Hill. ISBN: eISBN: 97812642498527.

Guidelines for Requesting Accommodations Based on Documented Disability or Medical Condition

It is the intention of Highland Community College to work toward full compliance with the Americans with Disabilities Act, to make instructional programs accessible to all people, and to provide reasonable accommodations according to the law.

Students should understand that it is their responsibility to self-identify their need(s) for accommodation and that they must provide current, comprehensive diagnosis of a specific disability or medical condition from a qualified professional in order to receive services. Documentation must include specific recommendations for accommodation(s). Documentation should be provided in a timely manner prior to or early in the semester so that the requested accommodation can be considered and, if warranted, arranged.

In order to begin the process all students **must** complete the "Disabilities Self-Identification Form" on our Disability Services website.

This form can also be accessed at the Highland Community College homepage under Students Services/Student Resources/Disability Service or by contacting the Disabilities Coordinator.

A Note on Harassment, Discrimination and Sexual Misconduct

Highland Community College seeks to assure all community members learn and work in a welcoming and inclusive environment. Title VII, Title IX, and College policy prohibit harassment, discrimination and sexual misconduct. Highland Community College encourages anyone experiencing harassment, discrimination or sexual misconduct to talk to report to the Vice President for Student Services, the Human Resources Director or complete an online report about what happened so that they can get the support they need and Highland Community College can respond appropriately.

There are both confidential and non-confidential resources and reporting options available to you. Highland Community College is legally obligated to respond to reports of sexual misconduct, and therefore we cannot guarantee the confidentiality of a report, unless made to a confidential resource. Responses may vary from support services to formal investigations. As a faculty member, I am required to report incidents of sexual misconduct and thus cannot guarantee confidentiality. I must provide our

Title IX coordinator with relevant details such as the names of those involved in the incident. For more information about policies and resources or reporting options, please review our Equity Grievance Policy.