I. COURSE INFORMATION
   A. Business 120 Introduction to Business
   B. 3 credit hours
   D. Prerequisites: None

II. COURSE DESCRIPTION
Introduction to Business is a general business course open to all students. It includes a brief history of business, social responsibilities of business, economic environment, organization, management, marketing, finance, unions, and government regulations. Emphasis is placed on the changing social/economic environment.

III. LEARNING OUTCOMES
   A. Understand the foundations of business, the basic forms of business organization, and the implications of ethics in business
   B. Understand the basic elements of the management function in business
   C. Integrate the basic elements of the marketing function in business
   D. Understand the basic principles of accounting, federal income taxes, and the legal environment of business

IV. MAJOR CONTENT AREAS
   A. Business trends & ownership
   B. Business management
   C. Management of human resources
   D. Marketing
   E. Managing financial resources

V. ASSIGNMENTS (may include but are not limited to)
   A. Current event journals
   B. Critical thinking assignments
   C. Video case assignments
   D. Internet assignments

VI. EVALUATION METHODS (may include but are not limited to)
   A. Quizzes
   B. Unit exams
   C. Assignments
   D. Comprehensive final exam