

Montgomery County Community College
MGT 110
Introduction to Business
3-3-0

COURSE DESCRIPTION:

Students will learn the organization and management of an enterprise, including a study of the characteristics of economic systems, the nature and functions of management, and the operations of the basic organizational functions of finance, marketing, and production.

REQUISITES:

Previous Course Requirements

None

Concurrent Course Requirements

None

LEARNING OUTCOMES Upon successful completion of this course, the student will be able to:	LEARNING ACTIVITIES	EVALUATION METHODS
1. Explain the various forms of business ownership.	Lecture Discussion Case Studies Current Events Assignments Multi-Media Materials	Exams
2. Describe the various managerial functions as they relate to business decision making.	Lecture Discussion Case Studies Current Events Assignments Multi-Media Materials	Case-Study
3. Examine the various financial management functions as they relate to business decision making.	Lecture Discussion Case Studies Current Events Assignments Multi-Media Materials	Exams
4. Summarize the key functional areas of business.	Lecture Discussion Case Studies Current Events Assignments Multi-media materials	Assignments Exams

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated

results will be submitted to the Associate Vice President of Academic Affairs. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria.*

SEQUENCE OF TOPICS:

1. Foundations of American Business
2. Forms of Business Ownership
3. Fundamentals of Management
4. The Production of Goods and Services
5. Small Businesses
6. Ethics and Social Responsibility
7. International Business
8. Human Relations
9. Human Resources Management
10. Unions and Management
11. Marketing
12. Computers and Information
13. Accounting
14. Money and Banking
15. Financial Management
16. Securities Market
17. Government Regulation and Business Law
18. Risk Management

LEARNING MATERIALS

Bove. (2017) *Business in Action, 8th ed.* Pearson.

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Prepared by: Eileen Kearney	Date: 3/2005
Revised by: Eileen Kearney	Date: 2/2009
VPAA/Provost Compliance Verification: Dr. John C. Flynn, Jr.	Date: 9/11/2009

Revised by: Eileen Kearney and Ayisha Sereni	Date: 3/2013
VPAA/Provost or designee Compliance Verification: Victoria L. Bastecki-Perez, Ed.D.	Date: 4/24/2013

Revised by: Eileen Kearney	Date: 2/27/2018
VPAA/Provost or designee Compliance Verification:	Date: 2/28/2018



This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.