

**J. Sargeant Reynolds Community College  
Course Content Summary**

**Course Prefix and Number:** BUS 100

**Credits:** 3

**Course Title:** Introduction to Business

**Course Description:** Presents a broad introduction to the functioning of business enterprise within the U.S. economic framework. Introduces economic systems, essential elements of business organization, production, human resource management, marketing, finance, and risk management. Develops business vocabulary. Lecture 3 hours per week.

**General Course Purpose:** The course aims to introduce students to the broad spectrum of business and the elements that affect it.

**Course Prerequisites and Co-requisites:**

Prerequisite: None

**Student Learning Outcomes:**

Upon completing the course, the student will be able to

- a. Describe how business institutions operate in our modern political, social, and economic environments;
- b. Identify the various business functions and their essential nature to business and society;
- c. Discuss how environmental and other external factors affect business activities;
- d. Expand and enrich his/her business vocabulary as a foundation for future study in business;
- e. Acquire some basis for choosing his/her area of concentration; and
- f. Develop a basis for selecting a business career.

**Major Topics to Be Included:**

- a. Business and its environment
- b. Management and organization
- c. Human resource management
- d. Production operations management
- e. Marketing
- f. Finance and risk management
- g. Government
- h. International business regulation and business law

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