

**RARITAN VALLEY COMMUNITY COLLEGE**  
**ACADEMIC COURSE OUTLINE**

**Introduction to Business – BUSI 111**

**I. Basic Course Information**

A. Course Number and Title: BUSI-111 Introduction to Business

B. New or Modified Course: Modified

C. Date of Proposal: Semester: Spring          Year:2021

**D. Effective Term: Fall 2021**

E. Sponsoring Department: Business & Public Service

F. Semester Credit Hours: 3

G. Weekly Contact Hours: 3                      Lecture: 3  
   Laboratory: 0  
   Out of class student work per week: 6

H. Prerequisites/Corequisites: None

I. Laboratory Fees: None

J. Name and Telephone Number or E-Mail Address of Divisional Dean and Department Chair at time of approval: Patrice Marks [Patrice.marks@raritanval.edu](mailto:Patrice.marks@raritanval.edu) and Tracy Rimple [tracy.rimple@raritanval.edu](mailto:tracy.rimple@raritanval.edu)

**II. Catalog Description**

This course introduces students to the framework and terminology of business. A broad range of business concepts are explored within a global context. Topics include entrepreneurship, marketing, management, economics, accounting, and finance. Current events comprise the framework for topic development and class assignments.

### **III. Statement of Course Need**

- A. Introduction to Business is a foundation course, familiarizing students with business concepts and terminology. It lays the groundwork for all advanced study of business principles. The course provides an overview of business which can help undecided students explore business for their career path or any student have a better understanding of how the business world works.
- B. No lab component.
- C. This course generally transfers as Introduction to Business or as an elective.

### **IV. Place of Course in College Curriculum**

- A. Free Elective
- B. This course meets a program requirement for the Accounting AAS, Accounting Information Systems AAS, Bookkeeping Certificate, CPA Education Requirement Certificate, Business Administration AS, Business Management AAS, Event Planning/Meeting Management Certificate, Information Systems and Technology AAS.
- C. The course meets a business elective requirement in Computer Programming in Computer Information Systems AAS.
- D. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, [www.njtransfer.org](http://www.njtransfer.org); b) for all other colleges and universities, go to the individual websites.

### **V. Outline of Course Content**

- A. Business Ethics and Social Responsibility
- B. Economics Concepts
- C. Global Markets
- D. Forms of Business Ownership
- E. Entrepreneurship
- F. Management Fundamentals
- G. Human Resource Management
- H. Marketing Concepts
- I. Finance Concepts
- J. Accounting Concepts

## **VI. General Education and Course Learning Outcomes**

### **A. General Education Learning Outcomes:**

At the completion of the course, students will be able to:

1. Apply theories and concepts from appropriate business areas (economics, accounting, finance, marketing, and management) to business issues. \*

(\*Embedded critical thinking)

### **B. Course Learning Outcomes:**

At the completion of the course, students will be able to:

1. Define business terms.
2. Explain business concepts.
3. Investigate current events as they relate to business.

### **C. Assessment Instruments**

- A. examinations
- B. class participation
- C. student presentations
- D. student projects
- E. assignments

## **VII. Grade Determinants**

Following are the course grade determinants:

- A. examinations
- B. class participation
- C. student presentations
- D. student projects
- E. assignments

Given the goals and outcomes described above, the primary formats, modes, and methods for teaching and learning that may be used in the course:

- A. lecture/discussion
- B. small-group work
- C. student presentations
- D. guest speakers
- E. simulation/role playing
- F. student collaboration

## **VIII. Texts and Materials**

**A. Textbook:**

Author: Skripak, Stephen J. and Ron Poff  
Title: Fundamentals of Business  
Publisher: VT Publishing  
Edition: latest

This is an open educational resource licensed with Creative Commons.

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

**IX. Resources**

No special resources will be needed for this class.

**X. Honors Options**

Definition: Prerequisite: Minimum GPA of 3.5 or permission of the instructor. According to the Honors Council, an Honors course is one that enriches and challenges students beyond a course's regular scope and curriculum. An Honors course will offer a sophisticated use of research, introduce intellectually stimulating readings and critical perspectives, promote a higher level of critical discussion and written work, and encourage independent study projects, at the option of the instructor.

The Honors Option for this course is designed to enrich and challenge students beyond the regular scope of the course. Since Introduction to Business is a foundation course, the content provides the student with many options for in depth study. A qualified student in the course may choose an Honors Option.

**A. General Education and Course Learning Outcomes:**

General Education Learning Outcomes:

At the completion of the course, students will be able to:

1. Assess the ethical issues facing contemporary businesses. (GE-NJ ER)
2. Communicate contemporary business issues through oral and/or written presentations. (GE-NJ1)
3. Locate and evaluate business information. (GE-NJ IL)

Course Learning Outcomes:

At the completion of the course, students will be able to:

1. Demonstrate appropriate use of business terms.
2. Apply business concepts.
3. Investigate current events as they relate to business.

**B. Honors Option Content:**

1. Attend a planning session with the instructor within the first three weeks of class, at which time the scope of the project will be discussed. The instructor will educate the

student as to standard business report formatting. Also, the student will be oriented to sources for business information. A detailed timeline can be prepared during the planning session with dates that will not exceed the guidelines set below.

2. Develop a proposal selecting the business topic, providing a one paragraph rationalization for choice of topic, and including three identified sources of information on the topic. This must be completed before one third of the semester has passed.

3. Submit at least one additional progress report during the semester listing the progress to date of the project, and any difficulties the student has encountered. A second progress report should be completed before two thirds of the semester has passed.

4. Produce a final paper, created using standard business report format, and submit to the sponsoring faculty member. Such report will be an overall summary of work completed during the project. The report is due no later than the last day of class.

5. At the discretion of the faculty member, create a presentation to the class summarizing the project, and facilitate a discussion of the business issues discussed in the report.

C. Assessment Instruments for Honors Option Work

- Student Project
- Student Presentation (at discretion of faculty member)

D. Grade Determinants for Honors Option Work

- Student Project
- Student Presentation (at discretion of faculty member)