

Piedmont Technical College Course Syllabus

COURSE INFORMATION

Course Prefix/Number: BUS 101

Title: Introduction to Business

Responsible Division: Business, Information Technologies, and Public Service

Last Day to Withdraw from this Course: For the last date to withdraw from this course, consult the current *Student Calendar*.

Course Description:

For course, credit hour, pre-requisite(s) and co-requisite(s) information, visit the Detailed Course Information page: www.ptc.edu/courses/BUS101.

Textbook and Other Materials:

For textbook information and additional required and/or supplemental materials, visit the [college bookstore](http://www.ptc.edu/bookstore) (www.ptc.edu/bookstore).

Proctored Examinations:

Proctored examinations for distance learning courses taken at non-PTC campuses may require a proctoring fee for each exam taken.

COURSE POLICIES

Course policies are available online through the *Academic Catalog* and *Student Handbook*. Visit the [Course Policies page](http://www.ptc.edu/syllabus/policies) (www.ptc.edu/syllabus/policies) for a detailed list of important policies and more information.

GRADE POLICY

Detailed grading policy information can be found on the [Grading Policy webpage](http://www.ptc.edu/grading-policy) (http://www.ptc.edu/grading-policy). Final grade appeal information is available in the [Academic Catalog](http://www.ptc.edu/catalog/) (http://www.ptc.edu/catalog/).

ACCOMMODATIONS

Accommodations for ADA:

Information is available on the [Student Disability Services webpage](http://www.ptc.edu/ada) (<http://www.ptc.edu/ada>).

TITLE IX HARASSMENT AND SEXUAL ASSAULT INFORMATION

In accordance with Title IX of the Education Amendments of 1972, Piedmont Technical College does not discriminate on the basis of sex in its education programs or activities. Title IX protects students, employees, and applicants from sex discrimination in admissions and employment to include discrimination based on gender identity or failure to conform to stereotypical notions of masculinity or femininity. More information regarding Title IX, including contact information for the Title IX coordinators, is available at [Title IX Harassment and Sexual Assault Information](https://www.ptc.edu/about/legal-disclosures/title-ix-harassment-and-sexual-assault-information) (<https://www.ptc.edu/about/legal-disclosures/title-ix-harassment-and-sexual-assault-information>).

RATIONALE

Why do I need this course?

An introduction to business is an educational experience that will last the student a lifetime. There are four reasons to study business. To become a better informed consumer and investor, to aid in choosing a career, to be a successful employee, and to start your own business. This course will address all of these. Business is the organized effort of individuals to produce and sell, for a profit, the goods and services that satisfy consumer demand. For a business to be successful it must perform three activities: It must be organized, it must satisfy needs, and it must earn a profit. This course will teach the student how these activities are completed.

PROGRAM INFORMATION

For program information including required courses, program learning outcomes, gainful employment information and advisement information, refer to the Academic Program webpage. Go to [Academics](http://www.ptc.edu/academics) (<http://www.ptc.edu/academics>), select your program, and then select Credentials Offered.

COURSE STUDENT LEARNING OUTCOMES

Upon successful completion of this course and/or clinical, each student will be able to:

- Demonstrate an understanding of the problems applicable to all levels of business operations.
- Explain and apply the various management theories.
- Demonstrate an understanding of marketing, its importance and function in business.
- Utilize the correct business vocabulary in the proper business setting.
- Describe the forms of business ownership including advantages and disadvantages for each.

GENERAL EDUCATION COMPETENCIES

Piedmont Technical College General Education Competencies for All Graduates:

This course may address one or more of the following General Education Competencies (assessment will be stated when applicable):

Communicate effectively.

Assessment:

N/A

Apply mathematical skills appropriate to an occupation.

Assessment:

N/A

Employ effective processes for resolving problems and making decisions.

Assessment:

Assignments and tests

Demonstrate the basic computer skills necessary to function in a technological world.

Assessment:

N/A

To validate proficiency in the general education competencies, students in some programs will be tested using Work Keys.