

BMG 140: INTRODUCTION TO BUSINESS

History

1. Dec 5, 2025 by Sera Bird (sabird)

Viewing: BMG 140 : Introduction to Business

Last approved: 2025-12-05T08:03:04Z

Last edit: 2025-12-01T19:13:04Z

Effective Term

Winter 2026

Rationale and proposal summary

The third learning outcome needs to be adjusted. The tool used to assess this outcome is a career report, not a department exam.

Course Cover

Full Course Title

Introduction to Business

Transcript Title

Introduction to Business

Subject Code

BMG - Business Management

Course Number

140

Department

Business Department (BUSD)

Banner Division

BCT

Division/College

Business/Computer Technologies (BC)

Org Code

13210

Course Description

In this course, students will develop insights into the functions, goals, and problems of modern businesses, large and small. In addition, the course covers the impact of consumer, governmental, and global forces on the free-enterprise system. A practical orientation to career opportunities available in business and industry is also provided.

Has this course been approved for online or online blended?

Yes

Grading method

Standard Letter, Audit, Academic Forgiveness

CIP Code

529999 - Business, Management, Marketing, and Related Support Services, Other.

Occupational Indicator

Yes

ACS Code

120

Degree Attributes

STEC - Statewide Articulation

Credit hours, contact hours, repeatability

Repeatable for additional credit

No

Course credits

3

Lecture contact hours

45

Total Contact Hours

45

Expected Total Contact Hours

45

Prerequisites and prerequisite skill levels

College-Level Math

No Level Required

College-Level Reading and Writing

College-level Reading and Writing

Approved Level I Prerequisite:

Academic Reading and Writing Levels of 6

Course Assessment Plan

Learning Outcome

Outcome

Recognize how businesses are formed, how they operate, and how they serve their stakeholders.

Assessment #1

Assessment Tool

Outcome-related exam questions

Anticipated Next Assessment Year

2027

Anticipated Next Assessment Term

Fall

Assessment Cycle

Every Three Years

Anticipated assessment population

All students from all sections

How the assessment will be scored

Answer key

Who does the scoring?

Departmental faculty

Standard of success

70% of students will score 70% or higher

Assessment #2

Learning Outcome

Outcome

Identify the functions of business and how they work together to meet organizational goals.

Assessment #1

Assessment Tool

Outcome-related exam questions

Anticipated Next Assessment Year

2027

Anticipated Next Assessment Term

Fall

Assessment Cycle

Every Three Years

Anticipated assessment population

All students from all sections

How the assessment will be scored

Answer key

Who does the scoring?

Departmental faculty

Standard of success

70% of students will score 70% or higher

Assessment #2

Learning Outcome

Outcome

Recognize different careers associated with each functional area of business.

Assessment #1

Assessment Tool

Outcome-related career report

Anticipated Next Assessment Year

2027

Anticipated Next Assessment Term

Fall

Assessment Cycle

Every Three Years

Anticipated assessment population

All students from all sections

How the assessment will be scored

Departmentally-developed rubric

Who does the scoring?

Departmental faculty

Standard of success

70% of students will score 70% or higher

Assessment #2**Course Objectives**

Objective(s)	
1.	Recognize business as a system and the social, technological, legal/political and economic forces that impact the organization.
2.	Identify ethical and social issues related to business.
3.	Compare the different types of business structures and the benefits and disadvantages of each.
4.	Identify the management functions, roles, skills, leadership styles and how management contributes to the success of an organization.
5.	Compare different organizing structures and related organizing concepts.
6.	Recognize human resource management processes and the basic laws concerning hiring, discrimination, and disabilities.
7.	Compare the different motivation theories and how they relate to workplace motivation strategies.
8.	Recognize the elements of the marketing mix and how they work together to deliver value to customers.
9.	Recognize distribution channels, transportation, and retailing as elements of the marketing strategy.
10.	Recognize operations management as the acquisition and management of resources to produce goods and/or deliver services.
11.	Differentiate operation strategies that relate to the delivery of services versus the production of goods.
12.	Recognize the role of the accounting processes and basic financial reports to the firm's management and to outside parties such as investors, creditors, and government agencies.
13.	Identify the role of financial planning in determining investing options for short and long-term planning.
14.	Recognize the role of the Federal Reserve, the banking system and the stock market in the economy.
15.	Identify areas of business that are of particular interest to the student in terms of further study or potential careers.

General Education Area(s)**Area 1: Writing**

No

Area 2: 2nd Writing or Communication/Speech

No

Area 3: Mathematics

No

Area 4: Natural Science

No

Area 5: Social and Behavioral Science

No

Area 6: Arts and Humanities

No

MTA General Education

No

Review**Is conditional approval requested?**

No

Is this course currently conditionally approved, and you are now submitting it for full approval?

No

Key: 1043

Washtenaw Community College Comprehensive Report

BMG 140 Introduction to Business

Effective Term: Winter 2019

Course Cover

Division: Business and Computer Technologies

Department: Business

Discipline: Business Management

Course Number: 140

Org Number: 13210

Full Course Title: Introduction to Business

Transcript Title: Introduction to Business

Is Consultation with other department(s) required: No

Publish in the Following: College Catalog , Time Schedule , Web Page

Reason for Submission: Course Change

Change Information:

Consultation with all departments affected by this course is required.

Rationale: A new OER textbook is now being used. There are no changes to the course's outcomes and objectives.

Proposed Start Semester: Fall 2018

Course Description:

In this course, students will develop insights into the functions, goals, and problems of modern businesses, large and small. In addition, the course covers the impact of consumer, governmental, and global forces on the free-enterprise system. A practical orientation of career opportunities available in business and industry is also provided.

Course Credit Hours

Variable hours: No

Credits: 3

Lecture Hours: Instructor: 45 **Student:** 45

Lab: Instructor: 0 **Student:** 0

Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45

Repeatable for Credit: NO

Grading Methods: Letter Grades

Audit

Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

No Level Required

Requisites

General Education

Degree Attributes

Statewide articulation approved

Request Course Transfer

Proposed For:

Eastern Michigan University
Ferris State University
Oakland University

Student Learning Outcomes

1. Recognize how businesses are formed, how they operate and how they serve their stakeholders.

Assessment 1

Assessment Tool: Department exam
Assessment Date: Fall 2021
Assessment Cycle: Every Three Years
Course section(s)/other population: A random sample of a minimum of 40% of all students
Number students to be assessed: All
How the assessment will be scored: Answer key
Standard of success to be used for this assessment: 70% of students will score 70% or higher
Who will score and analyze the data: Departmental faculty

2. Identify the functions of business and how they work together to meet organizational goals.

Assessment 1

Assessment Tool: Department exam
Assessment Date: Fall 2021
Assessment Cycle: Every Three Years
Course section(s)/other population: A random sample of a minimum of 40% of all students
Number students to be assessed: All
How the assessment will be scored: Answer key
Standard of success to be used for this assessment: 70% of students will score 70% or higher
Who will score and analyze the data: Departmental faculty

3. Recognize different careers associated with each functional area of business.

Assessment 1

Assessment Tool: Department exam
Assessment Date: Fall 2021
Assessment Cycle: Every Three Years
Course section(s)/other population: A random sample of a minimum of 40% of all students
Number students to be assessed: All
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Course Objectives

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8. Recognize the elements of the marketing mix and how they work together to deliver value to customers.
9. Recognize distribution channels, transportation, and retailing as elements of the marketing strategy.
10. Recognize operations management as the acquisition and management of resources to produce goods

and/or deliver services.

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12. Recognize the role of the accounting processes and basic financial reports to the firm's management and to outside parties such as investors, creditors, and government agencies.
13. Identify the role of financial planning in determining investing options for short and long-term planning.
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15. Identify areas of business that are of particular interest to the student in terms of further study or potential careers.

New Resources for Course

Course Textbooks/Resources

Textbooks

Open Educational Resource. *Intro to Business at WCC*, 1 ed. Washtenaw Community College, 2018

Manuals

Periodicals

Software

Equipment/Facilities

Level III classroom

<u>Reviewer</u>	<u>Action</u>	<u>Date</u>
Faculty Preparer:		
<i>Douglas Waters</i>	<i>Faculty Preparer</i>	<i>Aug 28, 2018</i>
Department Chair/Area Director:		
<i>Douglas Waters</i>	<i>Recommend Approval</i>	<i>Aug 29, 2018</i>
Dean:		
<i>Eva Samulski</i>	<i>Recommend Approval</i>	<i>Aug 29, 2018</i>
Curriculum Committee Chair:		
<i>Lisa Veasey</i>	<i>Recommend Approval</i>	<i>Sep 18, 2018</i>
Assessment Committee Chair:		
<i>Shawn Deron</i>	<i>Recommend Approval</i>	<i>Sep 18, 2018</i>
Vice President for Instruction:		
<i>Kimberly Hurns</i>	<i>Approve</i>	<i>Sep 19, 2018</i>