COMMON COURSE OUTLINE: Course discipline/number/title: BUS 1101: Introduction to Business

A. CATALOG DESCRIPTION

1. Credits: 3
2. Hours/Week: 3
3. Prerequisites (Course discipline/number): None
4. MnTC Goals (if any): NA

This is an introductory course in which we will cover the major functional areas of business, including management, marketing, finance, and their more specialized sub functions. In addition, we will cover the foundations of American business, including the nature of the free enterprise system, business’s social responsibilities, and the structure of American business. Attention will also be given to the international dimensions of modern business. College level reading is recommended for this course.

B. DATE LAST REVISED (Month, year): January, 2014

C. OUTLINE OF MAJOR CONTENT AREAS:

1. The Environment of Business
2. Ethics and Social Responsibilities
3. Business Ownership and Entrepreneurship
4. Management and Organization
5. Human Resources
6. Marketing Management
7. Managing Information, Accounting and Finance

D. LEARNING OUTCOMES (GENERAL): The student will be able to:

1. Identify influences on American business including economic principles such as economic health factors (growth, employment, price stability, and inflation), supply and demand, and international factors.
2. Translate ethical and social responsibility concepts into responsible decision-making in business.
3. Examine the research, planning, operational and legal issues associated with entrepreneurship and small business including types of ownership.
4. Distinguish between the functions and levels of management and identify how to manage for quality and competitiveness.
5. Describe the human resource functions and their importance within the business environment.
6. Identify the elements of the marketing mix (product, price, place, and promotion), their interrelationship and how they are used to develop effective marketing strategies.
7. Explain how businesses use information, accounting and financial knowledge to make effective business decisions.

E. LEARNING OUTCOMES (MNTC): NA

F. METHODS FOR EVALUATION OF STUDENT LEARNING:

1. Exams
2. Assignments and/or case problems

G. RCTC CORE OUTCOME(S) ADDRESSED:

- Communication
- Critical Thinking
- Global Awareness/Diversity
- Civic Responsibility
- Personal/Professional Accountability
- Aesthetic Response

H. SPECIAL INFORMATION (if any): None