

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. Other requirements: College level reading is recommended for this course.
5. MnTC Goals (if any): NA

B. COURSE DESCRIPTION: This is a survey course in business that 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.

C. DATE LAST REVISED (Month, year): February, 2024

D. OUTLINE OF MAJOR CONTENT AREAS:

1. The Environment of Business
2. Ethics and Social Responsibilities
3. Global Business
4. Business Ownership and Entrepreneurship
5. Management and Human Resources
6. Business Intelligence and TQM Decision Making
7. Marketing Management
8. Managing Information, Accounting and Finance
9. Networking Strategies

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

1. Analyze economic systems (micro & macro) and their impact on the business environment.
2. Translate ethical and social responsibility concepts into responsible decision-making in business.
3. Discuss the impact of international business and economic outlook for trade.
4. Examine the planning, operational and legal issues associated with entrepreneurship and small business.
5. Distinguish between the functions and levels of management.
6. Integrate continuous improvement quality tools and techniques using data-driven information for process improvements and strategic decision-making.
7. Evaluate the elements of marketing mix (product, price, place, and promotion), and their interrelationship and how they are used to develop effective marketing strategies.
8. Demonstrate the importance of effectively managing four primary resources, specifically informational, financial, human and material resources.
9. Demonstrate the role and importance of networking to visibility, reputation and business growth.

F. LEARNING OUTCOMES (MNTC): NA

G. METHODS FOR EVALUATION OF STUDENT LEARNING: Methods may include but are not limited to:

1. Assignments and/or case problems
2. Exams
3. Student Interaction Groups involved in discussion, decision-making and reporting

H. RCTC CORE OUTCOME(S). This course contributes to meeting the following RCTC Core Outcomes(s): Critical Thinking. Students will think systematically and explore information thoroughly before accepting or formulating a position or conclusion.

I. SPECIAL INFORMATION (if any): None