



2023-2024 / [Course Outlines](#) / [Career and Technical](#) / [Business](#)

I. General Information

1. Course Title:

Introduction to Business

2. Course Prefix & Number:

BUSN 1501

3. Course Credits and Contact Hours:

Credits: 3

Lecture Hours: 3

Lab Hours: 0

4. Course Description:

This course is a survey of the forces that shape business in American and overview of how American business responds. Topics include business economics, forms of business organizations, management functions, marketing procedures, business finance, and insurance considerations.

5. Placement Tests Required:

6. Prerequisite Courses:

There are no prerequisites for this course.

9. Co-requisite Courses:

There are no corequisites for this course.

II. Transfer and Articulation

1. Course Equivalency - similar course from other regional institutions:

Minneapolis Community and Technical College, BUSN 1140 Introduction to Business, 3 credits

Century College, BMGT 1020 Introduction to Business, 3 credits

3. Prior Learning - the following prior learning methods are acceptable for this course:

- Advanced Standing
- Written
- Portfolio

III. Course Purpose

3. Other - If this course does NOT meet criteria for #1 or #2 above, it may be used for the purpose(s) selected below:

- Liberal Arts Elective
- Technical Elective

IV. Learning Outcomes

1. College-Wide Outcomes

College-Wide Outcomes/Competencies:	Students will be able to:
Demonstrate written communication skills	Propose an appropriate organizational form for a start-up business
Analyze and follow a sequence of operations	Compose a business plan
Apply abstract ideas to concrete situations	Evaluate the ethics of a business decision

2. Course Specific Outcomes - Students will be able to achieve the following measurable goals upon completion of the course:

- Describe why and how the health of the economy is measured.
- Describe the major functions of management.
- Evaluate the ethics of a business decision.
- Describe how to start a business and the resources needed.
- Identify the advantages and disadvantages of different types of business ownership.
- Compare and contrast various organizational structures.
- Define human resources management and explain its significance.
- Specify the skills managers need to be successful.
- Summarize the functions of marketing.
- Evaluate an organization's marketing strategy plans.
- Compare and contrast commercial banks, savings and loan associations, credit unions, and mutual savings banks.
- Describe the different uses of accounting information.
- Assess a company's financial position using accounting statements and ratio analysis.

V. Topical Outline

Listed below are major areas of content typically covered in this course.

1. Lecture Sessions

1. Business in a Changing World
 - Economic Systems
 - Evolution of American Economy
 - Business Ethics
 - Ethical Issues
 - Social Responsibility
 - International Trade
 - International Trade Barriers
2. Starting and Growing a Business
 - Proprietorship
 - Partnership
 - Corporations
 - Mergers and Acquisitions
 - Entrepreneurship
 - Franchising
 - Future of Small Business
3. Managing for Quality and Competitiveness
 - Functions of Management
 - Levels of Management
 - Management Skills
 - Organization Structure
 - Teamwork
 - Organizational Communication
 - Managing Service Operations
4. Creating the Human Resources Advantage

- Motivating the Workforce
- Human Relations Theories
- Motivation Theories
- Recruiting and Selecting Human Resources
- Performance Appraisal
- Compensation Methods
- Employee Bargaining
- Workforce Diversity
- 5. Marketing: Developing Relationships
 - Marketing Functions
 - Marketing Strategy
 - Marketing Segmentation
 - Marketing Mix
 - Marketing Mix Strategies
 - Marketing Research
 - Consumer Behavior
- 6. Financing the Enterprise
 - Accounting Process
 - Income Statement
 - Balance Sheet
 - Financial Statements
 - Financial Systems
 - Money and the Financial System
 - Federal Reserve Board
 - Financial Management and Securities Markets
 - Commercial Banks
 - Nonbanking Institutions