



## MASTER COURSE OUTLINE

A. BUSA 1010 Introduction to Business

B. COURSE DESCRIPTION

This course provides an overall picture of contemporary business operations in a global world. Topics covered include forms of business organization; small businesses, entrepreneurships, and franchises; fundamentals of management and marketing; organizational and team structures; accounting and finance concepts; human resource management; operations management; legal and regulatory guidelines; social and ethical responsibilities; and careers in business. The course is designed to help students realize the integral role business plays in the economy and our lifestyles. **(3 Cr – 3 lect, 0 lab)**

C. **\*\*Core Theme: Critical Thinking, Global Perspective, and Ethical and Civic Responsibility**

D. RIVERLAND INSTITUTIONAL LEARNING OUTCOMES

This course addresses the following Riverland Institutional Learning Outcome(s):

- ILO 1: critical thinking (*Core Theme Goal 2*)
- ILO 2: awareness of the larger global community (*Core Theme Goal 7 or 8*)
- ILO 3: ethical, engaged citizenship (*Core Theme Goal 9 or Goal 10*)
- ILO 4: communication and collaboration (*Discipline Goal 1 and by any learning outcome(s) involving communication or collaboration*)

E. MAJOR CONTENT AREAS:

- Contemporary business
  - Economic foundations of business
  - Business ethics and social responsibility
  - International business, trade barriers, and business strategies
  - Legal and social issues of technology
  - Communication strategies
- Business structures
  - Sole proprietorships, partnerships, and corporations
  - Business ownership options
  - Small business plans and funding
- Management
  - Management principles and functions
  - Types of management
  - Skills needed by managers

- Organizational structure
  - Organizational structures and culture
  - Groups and teams structure and interaction
  - Operations management
  - Planning and designing operations systems
- Human resources
  - Employee motivation theories
  - Planning for human resource needs
  - Recruiting and selecting employees
  - Legal issues in recruiting and selecting employees
  - Compensating the workforce
  - Workforce diversity
- Marketing
  - Marketing principles and strategies
  - Marketing mix
  - Product, pricing, promotion, and distribution strategy
- Financial management
  - Money in the financial system
  - American financial system
  - Accounting and financial statements
  - Financial management and securities markets

F. GOAL TYPE, OBJECTIVES, AND OUTCOMES:

<b>GOAL</b>	<b>OBJECTIVES</b> <b>Students will be able to</b>	<b>OUTCOMES</b> <b>The student will successfully</b>
<b>**Critical Thinking</b>	imagine and seek out a variety of possible goals, assumptions, interpretations, or perspectives which can give alternative meanings or solutions to given situations or problems.	1. demonstrate the ability to analyze and evaluate real world situations/scenarios using defensible recommendations.
<b>**Global Perspective</b>	understand the role of a world citizen and the responsibility world citizens share for their common global future.	1. analyze and evaluate the role of businesses as a world citizen.
<b>**Ethical and Civic Responsibility</b>	examine, articulate, and apply their own ethical views.	1. discuss and evaluate real world situations/scenarios and apply an ethical view.
<b>CS</b>	recognize how businesses must adapt to today's changing world.	1. discuss and interpret the challenges involved with operating in today's business climate.
<b>CS</b>	differentiate between the economic systems of capitalism, communism, socialism, and free enterprise.	1. recognize the impact of economic systems on business operations.

<u>CS</u>	analyze the function of private enterprise in American and international businesses.	1. explain and discuss the similarities and differences between American private enterprise and international businesses.
<u>CS</u>	evaluate the advantages and disadvantages of different forms of business organization, including sole proprietorship, partnerships, small business, entrepreneurship, and franchising.	1. compare and contrast the similarities and differences between different organizational structures. 2. identify the advantages and disadvantages of different organizational structures.
<u>CS</u>	recognize management principles, organizational structures, and production and operations principles	1. identify and discuss the advantages and disadvantages of using different management styles, organizational structures, and production and operations strategies.
<u>CS</u>	describe the marketing functions of promotion, selling, merchandising, distribution, and producing goods and services.	1. analyze the various strategies used in today's businesses to develop an appropriate marketing mix.
<u>CS</u>	understand the basic concepts of managing business finances.	1. recall the different methods used in the business world to obtain and manage business finances.
<u>CS</u>	explain the importance of accounting, financial statements, financial management, and securities options.	1. identify and describe the processes used in the business world to make financial decisions related to organization/stakeholder success.
<u>CS</u>	discuss social responsibility and legal and ethical concerns related to business.	1. analyze social and ethical responsibility and its impact on stakeholder groups in the global arena.
<u>CS</u>	understand human resource management, human relations, labor unions, and cultural diversity in business.	1. explain and identify the importance of human resources to business success. 2. explain and identify the challenges faced by human resources in today's business world.

## G. SPECIAL INFORMATION:

This course may require use of the Internet, the submission of electronically prepared documents and the use of a course management software program. Students who have a disability and need accommodations should contact Accessibility Services at the beginning of the semester. This information will be made available in alternative format, such as Braille, large print, or current media, upon request.

**TECHNICAL SKILLS REQUIREMENT:** Ability to use current application software; create and format documents; download, save and upload assignment files; manage assignment files; send and receive e-mail from College e-mail account; conduct Internet research, and use of a course management software program.

## H. COURSE CODING INFORMATION:

Course Code A/Class Maximum 48; Letter Grade.

Revision date: 10/28/15; 09/01/16; 04/04/23

AASC Approval date: 09/20/16; 05/02/23

<b>*Riverland Community College Disciplines</b>	<b>MnTC Goal Number</b>
Communication (CM)	1
Natural Sciences (NS)	3
Mathematics/Logical Reasoning (MA)	4
History and the Social & Behavioral Sciences (SS)	5
Humanities and Fine Arts (HU)	6

<b>**Riverland Community College Core Themes</b>	<b>MnTC Goal Number</b>
Critical Thinking (CT)	2
Human Diversity (HD)	7
Global Perspective (GP)	8
Ethical and Civic Responsibility (EC)	9
People and the Environment (PE)	10