



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. This course is part of the Associate in Arts Business Concentration and Associate in Science Business degrees which are accredited by the Accreditation Council for Business Schools and Programs (ACBSP). **(3 Cr – 3 lect, 0 lab)**

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

D. 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

E. GOALS/GENERAL COMPETENCIES:

<u>GOAL</u>	<u>OBJECTIVES</u> Students will be able to	<u>OUTCOMES</u> The student will successfully
**Critical Thinking	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.
**Global Perspective	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.
**Ethical and Civic Responsibility	examine, articulate, and apply their own ethical views.	1. discuss and evaluate real world situations/scenarios and apply an ethical view.
<u>CS</u>	recognize how businesses must adapt to today's changing world.	1. discuss and interpret the challenges involved with operating in today's business climate.
<u>CS</u>	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.

F. SPECIAL INFORMATION:

ACCESSIBILITY INFORMATION: In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to reasonable accommodations. Please notify the instructor or Student Success Center during the first week of class of any accommodations needed for the course. This information will be made available in alternative format, such as Braille, large print, or cassette tape, 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.

G. COURSE CODING INFORMATION:

Course Code A/Class Maximum 48; Letter Grade.

Revision date: 10/28/15; 9/1/16
AASC Approval date: 09/20/16

*Riverland Community College Disciplines	MnTC Goal Number
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

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

*These five MnTC Goals have been identified as Riverland Community College Disciplines.

** These five MnTC Goals have been identified as Riverland Community College Core Themes.

NOTE: The Minnesota Transfer Curriculum “10 Goal Areas of Emphasis” are reflected in the five required discipline areas and five core themes noted in the Riverland Community College program of study guide and/or college catalog.