COURSE INFORMATION FORM

DISCIPLINE
Business Administration

COURSE TITLE
Introduction to Business

CR.HR 3 LECT HR. 3 LAB HR. LAB HR. CLIN/INTERN HR. CLOCK HR. _____

CATALOG DESCRIPTION
Overview of all phases of business, including ownership, marketing, personnel, finance, managerial controls, and the relationship of business to the social and economic environment in which it operates.

PREREQUISITES
None

EXPECTED STUDENT OUTCOMES IN THE COURSE
Upon completion of this course, the student will be able to:
1. Explain the Business Environment
2. Compare the differences between Capitalism, Socialism, and Communism
3. Describe the impact of global markets
4. Defend ethical behavior and social responsibility
5. Compare a sole proprietorship, partnership, and a corporation
6. Analyze the establishment of small business
7. Explain the impact of management, leadership, and employee empowerment in a business
8. Compare the different motivational techniques
9. Explain how goods and services are produced within a business
10. Design a human resource department
11. Analyze employee-management issues
12. Explain how goods and services are priced
13. Apply accounting and financial information in a business setting
CLASS-LEVEL ASSESSMENT MEASURES

Student accomplishment of expected student outcomes will be assessed using the following measures. (Identify which measures are used to assess which outcomes.)

Papers (1 – 13)
Quizzes (1 – 13)
Examinations (1 – 13)

PROGRAM-LEVEL OUTCOMES ADDRESSED

General Education Outcomes
Specify which general education outcomes, if any, are substantially addressed by the course by completing the “Course/Program Assessment Matrix” to show the relationship between course and program outcomes and assessment measures.

Occupational Program Outcomes
Specify which occupational program outcomes, if any, are substantially addressed by the course by completing the “Course/Program Assessment Matrix” to show the relationship between course and program outcomes to assessment measures.
Individual instructors may order this outline as fits the needs of their individual courses. In addition, they may place more emphasis on some areas than on others. What is assured is that this particular list is covered in the course. Other topics may be added to a course as the instructor sees fit, and as time and interest allow. An *asterisk can be used to mark an item as optional.

I. Managing within the Dynamic Business Environment
II. Analyzing How Economics Affects Business
III. Competing in Global Markets
IV. Demonstrating Ethical Behavior and Social Responsibility
V. Choosing a Form of Business Ownership
VI. Starting a Small Business and Entrepreneurship
VII. Managing, Leading, and Empowering Employees
VIII. Adapting Organizations to Today's Markets
IX. Producing World-Class Goods and Services
X. Motivating Employees and Building Self-Managed Teams
XI. Managing Human Resources
XII. Dealing with Employee-Management Issues and Relationships
XIII. Building Customer and Stakeholder Relationships
XIV. Developing and Pricing Products and Services
XV. Managing the Promotional Mix
XVI. Understanding Financial Information and Accounting
XVII. Managing Finances