

COURSE OUTLINE **Introduction to Business**

Course Description: BA 110. Introduction to Business. 3 hours credit. This course will enable the student to learn about the stock market, personnel management, leadership and motivational techniques. This course is a survey of the functions of business, a comparison of the forms or organizations and methods of administration and the interdependence of production, distribution and finance in modern business.

Course Relevance: The principles learned in this course will allow the student to understand the various forms of business domestically and globally. The principles are relevant for everyone, from those entering the workforce for the first time to aspiring entrepreneurs.

Required Materials:

Ferrell, O.C., Hirt, G., and Ferrell, L. (2009). Business a changing world (7th ed.).
New York, NY: McGraw Hill

Learning Outcomes: The intention is for the student to be able to:

1. Demonstrate an understanding of global competition
2. Value diversity and its impact on business
3. Understand the stock market
4. Identify ways to improve employee morale and customer satisfaction

Learning PACT

Through the student involvement in this course, the student will develop and document his/her achievement of the following PACT skills:

Primary skills developed and documented:

1. Time Management
 - Through a variety of assignments ranging from in-class work to homework with a specific due date.
2. Valuing Diversity
 - Through working in groups with students of different backgrounds to achieve the desired results for the assignment.
3. Problem Solving
 - Through the analysis of case studies as a class and individually on quizzes and exams.
4. Speaking
 - Through participation in class as well as in assigned groups on multiple projects where everyone's opinion is important to the outcome.
5. Computer Literacy
 - Through the completion of assignments that must be typed in a specific format.

Secondary skills (developed but not documented):

- Self-Concept
- Leadership
- Ethical Conduct
- Nonverbal Communication

Assessment Tasks

These learning outcomes and primary Learning PACT skills will be demonstrated by:

1. Assignments and case studies of actual organizations dealing with principles covered in the class.
2. Engaging in discussions with the instructor and classmates.

Course Content:

- I. Themes – Key recurring concepts that run throughout this course:
 - A. Diversity
 - B. Global Competition
 - C. Customer Satisfaction
- II. Issues – Key issues that will be addressed in this course: areas of conflict that must be understood in order to achieve the intended outcome:
 - A. Ethical Behavior
 - B. Social Responsibility
 - C. Employer/Employee Relationships
- III. Concepts – Key concepts that must be understood to address the issues:
 - A. The role of stakeholders in business
 - B. Adapting to change
 - C. Effective communication
- IV. Skills/Competencies – Actions that are essential to achieve the course outcomes:
 - A. Time Management
 - B. Awareness of current business events

Learning Units:

- I. Business Trends
 - A. Today's Business Environment
 - B. Economics
 - C. Global Markets
 - D. Ethical Behavior and Social Responsibility
- II. Business Ownership
 - A. Forms of Ownership
 - B. Entrepreneurship and Small Businesses
- III. Business Management
 - A. Leadership and Empowerment
 - B. Customer-Driven Business
 - C. Operations Management
- IV. Management of Human Resources
 - A. Motivating Employees

- B. Human Resource Management
- C. Dealing with Employee-Management Issues
- V. Managing Financial Resources
 - A. Securities Markets
 - B. Understanding Money and Financial Institutions

Learning Activities:

Independent and collaborative learning activities will be assigned within and outside the classroom to assist the student to achieve the intended learning outcomes. Class discussion, lecture, written assignments, stock market analysis will also contribute to the learning process.

Grade Determination:

The student will be graded on satisfactory completion of in-class assignments, homework, quizzes, and exams.