

## **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 of 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* (7<sup>th</sup> 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. Demonstrate an understanding of the stock market.
4. Identify ways to improve employee morale and customer satisfaction.

#### **Learning PACT Skills that will be developed and documented in this course**

Through involvement in this course, the student will develop ability in the following PACT skill area(s):

##### **Analytical Thinking Skills**

1. Critical thinking
  - Through class discussions and analysis of case studies of actual organizations, the student will develop critical thinking skills by appropriately applying business principles to various business situations.

#### **Major Summative Assessment Task(s)**

These learning outcome(s) and the Learning PACT skill(s) will be demonstrated by:

1. Completing a case study of an organization involving the application of various successful business principles.

#### **Course Content**

- I. Skills or Competencies – Actions that are essential to achieve the course outcomes:
  - A. Analyze techniques for starting and managing a successful business

- B. Explain how social responsibility and ethical behavior are implemented into a business
- C. Develop successful techniques to use for employee communications and customer satisfaction

### **Learning Units**

- I. The dynamics of business and economics
  - A. The nature of business
  - B. The economic foundations
  - C. The American economy
- II. Business ethics and social responsibility
  - A. The role of ethics in business
  - B. The nature of social responsibility
- III. Business in a borderless world
  - A. The role of international business
  - B. International trade barriers
  - C. Trade agreements, alliances, and organizations
  - D. Getting involved in international business
  - E. International business strategies
- IV. Managing information technology and e-business
  - A. The impact of technology on our lives
  - B. Managing information
  - C. The internet
  - D. E-business
  - E. Legal and social issues
    - 1. Privacy
    - 2. Spam
    - 3. Identity theft
- V. Options for organizing business
  - A. Sole proprietorships
  - B. Partnerships
  - C. Corporations
  - D. Joint ventures
  - E. S Corporations
  - F. Limited liability companies
- VI. Small business, entrepreneurship, and franchising
  - A. The nature of entrepreneurship and small business
  - B. Advantages of small business ownership
  - C. Disadvantages of small business ownership
  - D. Starting a small business

- VII. The Nature of Management
  - A. The importance of management
  - B. Management functions
  - C. Types of management
  - D. Skills needed by managers
  - E. Decision making
  
- VIII. Organization, teamwork, and communication
  - A. Organizational culture
  - B. Developing organizational structure
  - C. Assigning tasks
  - D. Assigning responsibility
  - E. Forms of organizational structure
  - F. The role of groups and teams in organizations
  - G. Communication in the organization
  
- IX. Managing service and manufacturing operations
  - A. The nature of operations management
  - B. Planning and designing operations system
  - C. Managing the supply chain
  - D. Outsourcing
  - E. Managing quality
  
- X. Motivating the workforce
  - A. Nature of human relations
  - B. Historical perspectives on employee motivation
  - C. Theories of Employee motivation
  - D. Strategies for motivation employees
  
- XI. Managing human resources
  - A. The nature of human resources management
  - B. Planning for human resources needs
  - C. Recruiting and selecting new employees
  - D. Legal issues in recruiting and selecting
  - E. Developing the workforce
  - F. Managing unionized employees
  - G. The importance of workforce diversity
  
- XII. Customer-driven marketing
  - A. Nature of marketing
  - B. Developing a marketing strategy
  - C. Marketing research and information systems
  - D. Buying behavior
  
- XIII. Dimensions of marketing strategy
  - A. The marketing mix

- B. Product strategy
- C. Pricing strategy
- D. Distribution strategy
- E. Promotion strategy

XIV. Money and the financial system

- A. Money in the financial system
- B. The American financial system

XV. Accounting and financial statements

- A. The nature of accounting
- B. The accounting process
- C. Financial statements
- D. Ratio analysis

XVI. Financial management and securities markets

- A. Managing current assets and liabilities
- B. Managing fixed assets
- C. Financing with long term liabilities
- D. Financing with owner's equity
- E. Investment banking
- F. The securities market

### **Learning Activities**

Learning activities will be assigned to assist the student to achieve the intended learning outcome(s) through lecture, instructor-led class discussion, guest speakers, group activities, case studies and other activities at the discretion of the instructor.

### **Grade Determination**

The student will be graded on learning activities and assessment tasks. Grade determinants may include the following: daily work, homework, quizzes, chapter or unit tests, comprehensive examinations, projects, presentations, class participation, case studies, and other methods of evaluation at the discretion of the instructor.