Bemidji State University

BUAD 1100: Introduction to Business

A. COURSE DESCRIPTION
   Credits: 3
   Lecture Hours/Week: *.*
   Lab Hours/Week: *.*
   OJT Hours/Week: *.*
   Prerequisites: None
   Corequisites: None
   MnTC Goals: None
   Course provides an overview of the world of business. Included is an introduction to basic business
terminology, concepts, and functions featuring an analysis of marketing, finance, production, personnel
management, accounting, and economics as they relate to business meeting its social responsibility of
resource allocation. Not open to Business Administration juniors or seniors.

B. COURSE EFFECTIVE DATES: 08/20/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS
   1. Understanding Economic Systems and Business
   2. Making Ethical Decisions and Managing a Socially Responsible Business
   3. Competing in the Global Marketplace
   4. Forms of Business Ownership
   5. Entrepreneurship: Starting and Managing Your Own Business
   6. Management and Leadership in Today’s Organizations
   7. Designing Organizational Structures
   8. Managing Human Resources and Labor Relations
   9. Motivating Employees
   10. Achieving World-Class Operations Management
   11. Creating Products and Pricing Strategies to Meet Customers’ Needs
   12. Distributing and Promoting Products and Services
   13. Using Technology to Manage Information
   14. Using Financial Information and Accounting
   15. Understanding Money and Financial Institutions
D. LEARNING OUTCOMES (General)
   1. describe the dynamic business environment in which we live and work
   2. analyze theories of motivation
   3. discuss the role of labor unions in business
   4. develop a marketing strategy for a new product or service
   5. apply principles of sound financial management
   6. demonstrate proficiency with business vocabulary
   7. explain economic concepts of supply and demand
   8. identify ethical and socially responsible behavior in the business world
   9. discuss the importance of global trade; evaluate different forms of business ownership
  10. assess the contributions of small business to our economy
  11. identify management skills necessary for success
  12. explain the impact of organizational structure on achieving organizational goals
  13. display an appreciation for cultural diversity

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted