

# 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
16. Understanding Financial Management and Securities Markets

#### **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