

# North Hennepin Community College

## **BUS 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

This course is designed to provide a broad overview of the functions of the for-profit and non-profit business entity. Business and its environment, organization and management, ownership, finance, production, marketing, human resources, and control systems are reviewed. The course helps students understand the contribution of business to the American economy using current business publications, media, and web resources to focus on applications of current business technologies. Business ethics and teamwork are also examined. This course will enable the student to more intelligently pursue advanced business courses and to choose a business career.

**B. COURSE EFFECTIVE DATES:** 01/02/2016 - Present

### **C. OUTLINE OF MAJOR CONTENT AREAS**

1. The general history of business, profit versus nonprofit businesses, and the general business environment
2. Fundamentals of economic systems, supply and demand, and fiscal and monetary policy
3. The nature of global business, barriers to international trade, and levels of international involvement
4. Business ethics, social responsibility, and approaches to solving ethical dilemmas.
5. Effective business communications
6. Entrepreneurship, business ownership options, and small business funding options
7. The role of accounting and finance, financial statement identification and interpretation, and short-term and long-term financial needs and options
8. Issuing and trading securities and personal investing
9. The marketing concept, application of marketing mix, and impact of the marketing environment
10. Management planning strategies, leadership and motivational philosophies, organizing options, and controlling methods
11. The human resource challenges, planning, and important legislation
12. The impact of information technology of business
13. The role of operation management, the need for quality, and service-based businesses

#### **D. LEARNING OUTCOMES (General)**

1. Describe the major functional areas of organizations and how American businesses operate profitably in a changing world (NHCC ELO 1 knowledge)
2. Analyze business problems and apply basic business concepts to develop solutions (NHCC ELO 2 inquiry and analysis, critical thinking, written communication)
3. Solve business problems collectively in diverse student teams (NHCC ELO 2 teamwork and problem solving)
4. Discuss the opportunities and challenges of international business. (NHCC ELO 1 knowledge of human cultures)
5. Demonstrate an understanding of the ethics and social responsibility of business (NHCC ELO 3 ethics and reasoning of action)
6. Describe various careers in business (NHCC ELO 1 knowledge)
7. Define general business terminology and concepts (NHCC ELO 1 (knowledge))

#### **E. Minnesota Transfer Curriculum Goal Area(s) and Competencies**

None

#### **F. LEARNER OUTCOMES ASSESSMENT**

As noted on course syllabus

#### **G. SPECIAL INFORMATION**

1. Knowledge of Human Cultures and the Physical and Natural World --Through study in the sciences, mathematics, social sciences, humanities, histories, languages, the arts, technology and professions.
2. Intellectual and Practical Skills - Including: Inquiry and analysis; Critical and creative thinking; Written and oral communication; Quantitative literacy; Information literacy; Teamwork and problem solving.
3. Personal and Social Responsibility and Engagement - Including: Civic knowledge and involvement - campus, local and global; Intercultural knowledge and competence; Ethical reasoning and action; Foundations and skills for lifelong learning .