

Inver Hills Community College

BUS 1101: Introduction to Business in Society

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: 0

OJT Hours/Week: *.*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Presents an overview of the role of business in society. Topics include the historical perspective, the economy, global dimensions of business, ethics and social responsibility, and the various forms of business organizations. Various disciplines of business (accounting, finance, information systems, marketing, operations, etc.) are also introduced in the overall context of the enterprise.

B. COURSE EFFECTIVE DATES: 01/01/1998 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Contemporary business and its environments: 20%
2. Organizaing and starting a business: 15%
3. Managing financial resources: 15%
4. Marketing management: 15%
5. Managing technology and information: 15%
6. Managing people and production: 20%

D. LEARNING OUTCOMES (General)

1. Identify the historical foundation of American business
2. Recognize key ethical and social responsibility issues facing business
3. Explain the role of supply and demand in an economy
4. Identify some of the economic challenges facing business
5. Explain the importance of international trade, major trading mechanisms, trade barriers and government's role
6. Identify the structure and role of proprietorships, partnerships and corporations
7. Discuss the importance of empowerment teamwork and communications in business
8. Discuss the types and roles of financial institutions
9. Explain major forms of departmentalization and types of organization structure
10. Explain the basic concepts of financial management
11. Explain the development of the labor movement and its relationship with management
12. Explain the elements, opportunities and challenges of e-commerce
13. Explain the main types of marketable securities, and the role and operation of securities markets
14. Explain the major concepts of the functional areas of business, including: human resource management; production; marketing; finance; risk management; and information management, including accounting
15. Explain the role of management, management functions and management styles
16. Explain the structure and use of a balance sheet, income statement, and statement of cash flows
17. Recognize the opportunities and challenges of starting and operating one's own business

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted