

Common Course Outline for: BUSN1105 Introduction to Business

A. Course Description

1. Number of credits: 3
2. Lecture hours per week: 3
3. Prerequisites: None
4. Co-requisites: None
5. MnTC Goals: None

Catalogue description: A survey course that is appropriate for all business majors and is especially valuable for beginning business students as it gives them the basic tools and vocabulary needed for further study.

B. Date last revised: June, 2018

C. Outline of Major Content Areas

Economic systems and measures of their performance
Competitive structure of industries
Corporate social responsibility and ethics
Basic forms of business ownership
The four functions of management
Operations management
Human resources management and motivation
Marketing management
Financial management
Accounting management
Information management

D. Course Learning Outcomes

Upon successful completion of the course, the student will be able to:

1. Explain basic economic systems and their relationship to business.
2. Evaluate business decisions in the context of ethics and social responsibility.
3. Evaluate the basic legal forms of business ownership based on their associated advantages and disadvantages.
4. Distinguish between the four functions of management and their application.
5. Explain the basic concepts related to operations, human resources, accounting and financial management.
6. Apply basic concepts related to markets and the marketing mix.

E. Methods for Assessing Student Learning

Can include the following:

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1. Testing
2. Case studies
3. Simulations
4. Projects
5. Classroom activities
6. Other activities

F. Special Information None

