

**MINNESOTA WEST COMMUNITY & TECHNICAL COLLEGE
COURSE OUTLINE**

DEPT.: BUS

COURSE NUMBER: 1101

NUMBER OF CREDITS: 4

Lecture: 4 Lab: 0 OJT: 0

Course Title:

Introduction to Business

Catalog Description:

Introduction to Business provides students with vital exposure to the major business functions in a dynamic free enterprise environment. The course offers students relevant exposure to background information necessary to execute decision-making in a multitude of business specialties. Fundamentals are emphasized in areas as management, marketing, financing, and information systems.

Prerequisites or Necessary Entry Skills/Knowledge:

None

FULFILLS MN TRANSFER CURRICULUM AREA(S) (*Leave blank if not applicable*)

- Goal 1: Communication: By meeting the following competencies:
- Goal 2: Critical Thinking: By meeting the following competencies:
- Goal 3: Natural Sciences: By meeting the following competencies:
- Goal 4: Mathematics/Logical Reasoning: By meeting the following competencies:
- Goal 5: History and the Social and Behavioral Sciences: By meeting the following competencies:
- Goal 6: The Humanities and Fine Arts: By meeting the following competencies:
- Goal 7: Human Diversity: By meeting the following competencies:
- Goal 8: Global Perspective: By meeting the following competencies:
- Goal 9: Ethical and Civic Responsibility: By meeting the following competencies:
- Goal 10: People and the Environment: By meeting the following competencies:

Topics to be Covered

Stock Market Project (require and must completed on original forms)

Exploring the World of Business

Ethics and Social Responsibility

Global Business

Navigating the World of e-Business

Forms of Business Ownership

Small Business, Entrepreneurship, and Franchises

The Management Process

Creating the Organization

Producing Quality Goods and Services
Attracting and Retaining the Best
Motivating and Satisfying Employees
Enhancing Union Management Relations
Building Customer Relationships
Creating and Pricing Products
Wholesaling, Retailing, and Physical Distribution
Developing Integrated marketing Communications
Acquiring, Organizing, and Using Information
Using Accounting Information
Mastering Financial Management
Securities Markets and Investments
Risk Management and Insurance

Student Learning Outcomes
Examine private enterprise, small business and the franchise system.
Analyze management of organization and human resources.
Discuss the importance of product, pricing and promotion in marketing.
Examine the banking system and capital markets.

Revised 4/2020