DEPT. Business COURSE NO. 1101
NUMBER OF CREDITS: 4
COURSE TITLE: Introduction to Business

CATALOG DESCRIPTION: This course 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.

AUDIENCE This course is open to all students of any age and diversity.

FULFILLS MN TRANSFER CURRICULUM AREA(S)

PREREQUISITES OR NECESSARY ENTRY SKILLS/KNOWLEDGE: None

LENGTH OF COURSE The course is one semester.

THIS COURSE IS USUALLY OFFERED:

Every other year fall spring summer undetermined

Four goals are emphasized in course at Minnesota West Community & Technical College:

1) ACADEMIC CONTENT:

    To understand private enterprise, small business and the franchise system.

    To explore management of organization and human resources.

    To acquaint student to product, pricing and promotion in marketing.

    To differentiate the banking system and capital markets.

2) THINKING SKILLS:

    Developing critical understanding of the private enterprise system.
Solving problems relating to operations and financial management.

3) COMMUNICATIONS SKILLS:
Written reports for the stock market projects.
Critical reading and listening to complete the assignments and tests.

4) HUMAN DIVERSITY:
The course will provide the opportunity for all students to achieve their potential.

TOPICS TO BE COVERED:
Ch 1 Exploring the World of Business
Ch 2 Ethics and Social Responsibility
Ch 3 Global Business
Ch 4 Navigating the World of e-Business
Ch 5 Forms of Business Ownership
Ch 6 Small Business, Entrepreneurship, and Franchises
Ch 7 The Management Process
Ch 8 Creating the Organization
Ch 9 Producing Quality Goods and Services
Ch 10 Attracting and Retaining the Best
Ch 11 Motivating and Satisfying Employees
Ch 12 Enhancing Union Management Relations
Ch 13 Building Customer Relationships
Ch 14 Creating and Pricing Products
Ch 15 Wholesaling, Retailing, and Physical Distribution
Ch 16 Developing Integrated marketing Communications
Ch 17 Acquiring, Organizing, and Using Information

Ch 18 Using Accounting Information

Ch 19 Mastering Financial Management

Ch 20 Securities Markets and Investments

Appendix B Risk Management and Insurance

LIST OF EXPECTED COURSE OUTCOMES: The student is required to display an understanding of various topics in the business environment. Also, they will learn the importance of research when making sound financial investments.

LEARNING/TEACHING TECHNIQUES used in the course are:

Collaborative Learning   Problem Solving
Student Presentations   Interactive Lectures
Creative Projects   Individual Coaching
Lecture   Films/Videos/Slides
Demonstrations   Other (describe below)
Lab

ASSIGNMENTS AND ASSESSMENTS FOR THIS CLASS INCLUDE:

Reading   Tests   Individual Projects
Oral Presentations   Worksheets   Collaborative Projects
Textbook Problems   Papers   Portfolio
Group Problems   Term Paper
Other (describe below)

EXPECTED STUDENT LEARNING OUTCOMES: The student will gain knowledge in the general aspects of business. They will become better decision makers and a more informed investors.
**Veteran Services:** Minnesota West is dedicated to assisting veterans and eligible family members in achieving their educational goals efficiently. Active duty and reserve/guard military members should advise their instructor of all regularly scheduled military appointments and duties that conflict with scheduled course requirements. Instructors will make every effort to work with the student to identify adjusted timelines. If you are a veteran, please contact the Minnesota West Veterans Service Office.

To receive reasonable accommodations for a documented disability, please contact the campus Student Services Advisor or campus Disability Coordinator as arrangements must be made in advance. In addition, students are encouraged to notify their instructor.

This document is available in alternative formats to individuals with disabilities by contacting the Student Services Advisor or by calling 800-658-2330 or Minnesota Relay Service at 800-627-3529 or by using your preferred relay service.

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