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.

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