

Syllabus
BSAD 1050
Introduction to Business
2021

Committee Members:

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Facilitator: Jimi Cole

The Institution agrees to the contents in this syllabus including course prefix, number, course description and other contents of this syllabus.

 Chief Academic Officer, Central Community College	03/30/2021	Adopt
 Chief Academic Officer, Little Priest Tribal College	03/26/2021	Adopt
 Chief Academic Officer, Metropolitan Community College	03/29/2021	Decline
 Chief Academic Officer, Mid-Plains Community College	03/26/2021	Adopt
 Chief Academic Officer, Nebraska Indian Community College	03/27/2021	Adopt
 Chief Academic Officer, Northeast Community College	03/26/2021	Adopt
 Chief Academic Officer, Southeast Community College	03/29/2021	Adopt
 Chief Academic Officer, Western Nebraska Community College	03/30/2021	Adopt



I. CATALOG DESCRIPTION

BSAD1050

Introduction to Business

Prerequisites: None

An introductory study and overview of the role of business in society as well as a discussion of the various disciplines of business including an overview of business organization, management, marketing, human resource management, business ethics, and finance. Also a study and discussion of various strategies for success of public and private firms as well as small business. Business vocabulary used to understand analyze, interpret business news and information.

4.5 quarter credit hours/3.0 semester credit hours/45 contact hours

II. COURSE OBJECTIVES/COMPETENCIES

Course will:

1. Describe the differences among the world's economic systems.
2. Identify and distinguish major forms of business ownership.
3. List the basic structure, process and function of management in a business organization; compare and contrast leadership styles.
4. Discuss fundamental elements of marketing goods and/or services in customer-driven, global, and e-commerce economic environments.
5. Explore the role and scope of management within an organization.
6. Introduce the importance of financial management in a business.
7. Introduce the terms and concepts associated with the business environment.
8. Recognize the social and ethical responsibilities of business.

III. LEARNING OUTCOMES

Students will be able to:

1. Discuss the nature of business and the importance of growth and sustainability.
2. Analyze relationship of revenue, expenses, and profit.
3. Compare and contrast major economic systems.
4. Examine government-business relationships as they exist.

5. Differentiate the basic forms of business ownership.
6. Explain the basics of financial management and the Federal Reserve System's role in our economy.
7. Describe the significance of the marketing functions.
8. Discuss the roles and responsibilities of human resource management.
9. Differentiate among the motivational approaches used in business.
10. Define the functions of management.
11. Identify authority relationships in various organizational structures.
12. Interpret the social and ethical responsibilities of business.
13. Summarize the role of accounting and finance information in business decision making.

IV. CONTENT/TOPICAL OUTLINE

1. Fundamentals of Business and Economics
2. Ethics and Social Responsibility of Business
3. Global Business
4. Small Business, New Ventures, and Franchises
5. Forms of Ownership and Business Combinations
6. Functions and Skills of Management
7. Organization, Teamwork, and Communication
8. Human Resources Management
9. Fundamentals of Marketing and Customer Service
10. Roles of Accounting and Finance

V. INSTRUCTIONAL MATERIALS

1. Pride, William M., Robert J. Hughes, and Jack R. Kapoor. *Foundations of Business*, Current Edition. Mason, OH; : South-Western Cengage Learning.
2. Nickels, William E., James McHugh, and Susan McHugh. *Understanding Business* , Current Edition. New York, NE: McGraw-Hill.
3. Kelly & Williams. *BUSN* Mason, OH: South-Western Cengage Learning.
4. Ferrell, O. C., Hirt, G. A., & Ferrell, L. *Business*, Current Edition. New York, NY: McGraw Hill Education.
5. Collins, Karen. *FlatWorld*. MCC BSAD 1000.
6. Open Educational Resources

VI. METHODS OF PRESENTATION (*can vary per instructor*)

- A. Explanation and/or lecture
- B. Video presentation
- C. Student reports
- D. Role play
- E. Guest speaker
- F. Small group activities
- G. Discussion
- H. PowerPoint presentation
- I. Field trips
- J. Internet activities
- K. Online, hybrid/blended, remote delivery
- L. Case studies
- M. Projects

VII. METHOD OF EVALUATION

(can vary per instructor)

- A. Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio.
- B. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.

VIII. INSTITUTIONAL DEFINED SECTION

(To be used at the discretion of each community college as deemed necessary)