






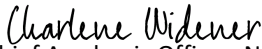


Syllabus
BSAD 1050
Introduction to Business
2024

Committee Members:

Michelle Konen, Central Community College
Larry Buland, Metropolitan Community College
Cathy Nutt, Mid-Plains Community College
Karen Spray, Northeast Community College
David Borcharding & Scot Baillie, Southeast Community College
Aletia Norwood, Western Nebraska Community College
Gary Bensen, Little Priest Tribal College
Dr. Steve Palmer & Kari Brafford, Nebraska Indian Community College

Facilitator: Karen Spray

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	04/19/2024	Adopt
 Chief Academic Officer, Little Priest Tribal College	04/25/2024	Adopt
 Chief Academic Officer, Metropolitan Community College	04/19/2024	Decline
 Chief Academic Officer, Mid-Plains Community College	04/19/2024	Adopt
 Chief Academic Officer, Nebraska Indian Community College	04/19/2024	Adopt
 Chief Academic Officer, Northeast Community College	04/20/2024	Adopt
 Chief Academic Officer, Southeast Community College	04/25/2024	Adopt
 Chief Academic Officer, Western Nebraska Community College	04/19/2024	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 is introduced and used to understand, analyze, and 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. Explain fundamental elements of marketing goods and/or services in customer-driven, global, and e-commerce economic environments.
5. Introduce the importance of financial management in a business.
6. Introduce the terms and concepts associated with the business environment.
7. Explore the social and ethical responsibilities of business.

III. LEARNING OUTCOMES

Students will be able to:

1. Compare and contrast major economic systems.
2. Differentiate the basic forms of business ownership.
3. Define the functions of management.
4. Identify authority relationships in various organizational structures.
5. Explain the roles and responsibilities of human resource management.
6. Differentiate among the motivational approaches used in business.

7. Describe the significance of the marketing functions.
8. Summarize the role financial statements play in business decision making.
9. Explain the importance of growth and sustainability in business.
10. Interpret the social and ethical responsibilities of business.

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: Cengage.
2. Nickels, William E., James McHugh, and Susan McHugh. *Understanding Business*, Current Edition. New York, NY: McGraw-Hill.
3. Kelly & Williams. *BUSN* Mason, OH: Cengage.
4. Ferrell, O. C., Hirt, G. A., & Ferrell, L. *Business*, Current Edition. New York, NY: McGraw Hill.
5. Collins, Karen, FlatWorld.

6. Open Educational Resources

VI. METHODS OF PRESENTATION
(can vary per instructor)

1. Explanation and/or lecture
2. Video presentation
3. Student reports
4. Role play
5. Guest speaker
6. Small group activities
7. Discussion
8. PowerPoint presentation
9. Field trips
10. Internet activities
11. Online, hybrid/blended, remote delivery
12. Case studies
13. Projects

VII. METHOD OF EVALUATION
(can vary per instructor)

1. 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.
2. 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)