

Syllabus
BSAD1050
Introduction to Business
2018

Committee Members:

Lori Hodtwalker, Central Community College
No Representative, Little Priest Tribal College
Victoria Badura, Metropolitan Community College
Jimi Cole, Mid-Plains Community College
No Representative, Nebraska Indian Community College
Amanda Kampschneider, Northeast Community College
Rose Kowalski, Southeast Community College
No Representative, Western Community College

Facilitator: Lori Hodtwalker

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

Deb Brennan

[Deb Brennan \(Apr 4, 2018\)](#)

Chief Academic Officer, Central Community College

Adopt

Janyce L. Woodard

[Janyce L. Woodard \(Apr 4, 2018\)](#)

Chief Academic Officer, Little Priest Tribal College

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Tom McDonnell

[Tom McDonnell \(Apr 24, 2018\)](#)

Chief Academic Officer, Metropolitan Community College

Decline

Jody Tomanek

[Jody Tomanek \(Apr 4, 2018\)](#)

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Kristine Sudbeck

[Kristine Sudbeck \(May 1, 2018\)](#)

Chief Academic Officer, Nebraska Indian Community College

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Lyle Kathol

[Lyle Kathol \(Apr 24, 2018\)](#)

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Dennis Headrick

[Dennis Headrick \(Apr 4, 2018\)](#)

Chief Academic Officer, Southeast Community College

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Kim Kuster Dale

[Kim Kuster Dale \(Apr 5, 2018\)](#)

Chief Academic Officer, Western Nebraska Community College

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, and finance. Also a study and discussion of various strategies for success of specific 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. Familiarize students with the role and scope of management within an organization
6. Introduce the importance of financial management in a business
7. Acquaint students with 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 relationship as it exists today in the United States
5. Compare and contrast the basic forms of business ownership
6. Explain the basics of financial management and the Federal Reserve System's role in our economy
7. Outline the marketing functions and describe their significance
8. Discuss the responsibilities and significance of human resource management
9. Differentiate among the motivational approaches used in business
10. Classify and apply the functions of management
11. Interpret organizational charts and describe authority relationships
12. Weigh the social and ethical responsibilities of business
13. Understand 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. Bovee & Thill. Pearson. *Business in Action*, Current Edition.

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 delivery
- L. Case studies

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.

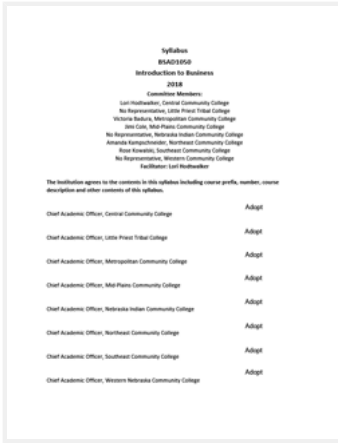
VIII. INSTITUTIONAL DEFINED SECTION

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

BSAD1050 - Introduction to Business - 2018











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