

**Seward County Community College
Course Syllabus**

- I. **TITLE OF COURSE:** BA1013-Introduction to Business
II. **COURSE DESCRIPTION: 3 hours-lecture.**

A general survey of the business environment and the internal operations of a business firm. Attention is focused on the financing, managing, organizing, and marketing functions of a firm. The impact of a business firm on its community is examined. For each unit of credit, a minimum of three hours per week with one of the hours for class and two hours for studying/preparation outside of class is expected.

Pre-requisite: NA

- III. **PROGRAM AND/OR DEPARTMENT MISSION STATEMENT:** Prepare students to obtain a job in mid-management or marketing position, possessing the skills to make them successful employees and employers.
- IV. **TEXTBOOK AND MATERIALS:**
- Cengage Unlimited, 1st Edition
- V. **SCCC OUTCOMES:** Students who successfully complete this course will demonstrate the ability to do the following SCCC Outcomes.
- Outcome #1 Read with comprehension, be critical of what is read, and apply knowledge gained to real life situations.
 - Outcome #2 Communicate ideas clearly and proficiently in writing, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.
 - Outcome #3 Communicate ideas clearly and proficiently in speaking, appropriately adjusting content and arrangement for varying audiences, purposes, and situations.
 - Outcome #5 Demonstrate the ability to think critically by gathering facts, generating insights, analyzing data, and evaluating information.
 - Outcome #6 Exhibit skills in information and technological literacy.
 - Outcome #7 Demonstrate knowledge and comprehension of the diverse cultures, creeds and lifestyles of America and the world community.
 - Outcome #9 Exhibit workplace skills that include respect for others, teamwork competence, attendance/punctuality, decision making, conflict resolution, truthfulness/honest, positive attitude, judgment, responsibility.
- VI. **COURSE OUTCOMES:**
- Upon completion of this course, students will be able to:
1. Identify and define Accounting and Finance from academic and professional perspectives
 2. Identify and define Marketing from academic and professional perspectives
 3. Identify and define Management and Leadership from academic and professional perspectives
 4. Identify and define Information Systems from academic and professional perspectives
 5. Identify and define Entrepreneurship from academic and professional perspectives
 6. Identify and define Economics from academic and professional perspectives

7. Identify and define International Business from academic and professional perspectives
8. Identify and define Supply Chain/Operations Management from academic and professional perspectives
9. Identify the role of ethics and social responsibility in business

VII. COURSE OUTLINE:

1. Foundations of Business
2. Ethics & Social Responsibility
3. Forms of Business Ownership
4. E-Commerce
5. Entrepreneurship, Small Businesses, and Franchises
6. Management
7. Creating the Organization
8. Operations Management
9. People and Motivation
10. Human Resources
11. Union-Management Relations
12. Marketing
13. Product and Price
14. Wholesale, Retail, & Physical Distribution
15. Promotion
16. Management Information & Computers
17. Accounting
18. Money, Banking, & Financial Management

VIII. INSTRUCTIONAL METHODS:

1. Class lectures
2. Group discussion
3. Case Problems
4. Projects in assigned topic areas.

IX. INSTRUCTIONAL AND RESOURCE MATERIALS:

1. Textbook
2. Teacher and publisher prepared handouts
3. Chalkboard
4. Overhead projector
5. Films and videos
6. Business periodicals

X. METHODS OF ASSESSMENT:

1. Exams
2. Student participation
3. Assigned projects
4. Quizzes
5. Assessment of SCCC Outcomes:

Outcome #1 Read with comprehension, be critical of what is read, and apply knowledge gained to real life situations - Assessed through assigned reading material and electronic research.

Outcome #2 Communicate ideas clearly and proficiently in writing, appropriately adjusting content and arrangement for varying audiences, purposes, and situations

- Assessed through classroom presentations, student participation, and various assigned projects.

Outcome #3 Communicate ideas clearly and proficiently in speaking, appropriately adjusting content and arrangement for varying audiences, purposes, and situations - Assessed through classroom presentations, student participation, and various assigned projects

Outcome #5 Demonstrate the ability to think critically by gathering facts, generating insights, analyzing data, and evaluating information - Assessed through projects requiring evaluation and application of course material.

Outcome #6 Exhibit skills in information and technological literacy.- Assessed through projects using the Internet, PowerPoint presentations, and electronically prepared brochures.

Outcome #7 Demonstrate knowledge and comprehension of the diverse cultures, creeds and lifestyles of America and the world community. - Assessed through student participation in various activities.

Outcome #9 Exhibit workplace skills that include respect for others, teamwork competence, attendance/punctuality, decision making, conflict resolution, truthfulness/honesty, positive attitude, judgment, and responsibility. - Assessed through classroom projects and simulations that offer cases for decision making and group participation.

XI. ADA STATEMENT

Under the Americans with Disabilities Act, Seward County Community College will make reasonable accommodations for students with documented disabilities. If you need support or assistance because of a disability, you may be eligible for academic accommodations. Students should identify themselves to the Dean of Students at 620-417-1106 or go to the Student Success Center in the Hubble Academic building, room A149.

Syllabus Reviewed: 8/17/2022