

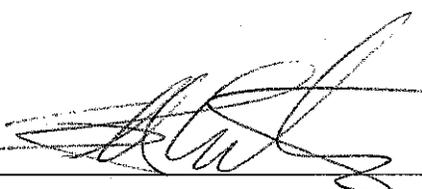
# SYLLABUS

## INTRODUCTION TO BUSINESS

BSAD1050

2009

Nebraska Community College Initiative

Signature:  Date 3-11-09

Group Leader: Scott Winters, Western Nebraska Community College

### Committee Members:

Rose Pollard

Southeast Community College

Linda Miller

Northeast Community College

Lori Hodtwalker

Central Community College

Dick Jaeckel

Metropolitan Community College

Cathy Nutt

Mid-Plains Community College

Scott Winters

Western Community College

 Date 5/1/09

NCCA Instructional Officer Chair

**Instructor:**  
**Telephone:**  
**E-mail:**

**Office:**  
**Office Hours:**

**1. CATALOG DESCRIPTION**

Course Number: BSAD1050  
Course Title: Introduction to Business  
Prerequisites: None

Catalog Description: 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 and interpret business news and information.

Credit Hours: 4.5 quarter hours/3.0 semester hours  
Contact Hours: 45 hours  
Lecture/Classroom .....45 hours  
Laboratory Hours .....0 hours  
Contact Hours/Week: 4.5 hours (quarter)/3.0 hours (semester)

**2. COURSE OBJECTIVES AND COMPETENCIES**

**a. Objectives** *Course will:*

- (1) Describe the differences among the world's economic systems.
- (2) List the basic structure, process and function of management in a business organization; compare and contrast leadership styles; and list the functions of traditional line and staff subdivisions
- (3) Discuss fundamental elements of marketing goods and/or services in our economic system, international economics systems, and e-commerce
- (4) Familiarize students with the role and scope of management within an organization
- (5) Familiarize students with the concept of financial management of resources of a business
- (6) To acquaint the students with the terms and concepts associated with business and the business environment.
- (7) Explain the functioning of a mixed capitalist economy and describe the role of business in such an economy.

**b. Competencies** *Students will be able to:*

- (1) Discuss the nature of business and the importance of the profit motive
- (2) Compare and contrast the prevalent economic systems
- (3) Describe the government-business relationship as it exists today in the United States
- (4) Identify and discuss the basic forms of business ownership

- (5) Differentiate between short- and long-term financing
- (6) Describe the Federal Reserve System and the role it plays in our economic system
- (7) Identify other major types of financial institutions and describe their roles in our economic system
- (8) Discuss the functions of the stock market and its implications for business
- (9) Outline the marketing functions and describe their significance
- (10) Discuss the responsibilities and significance of human resource management
- (11) Define the motivational approaches used by managers for their employees
- (12) Identify and define the functions of management
- (13) Explain the role of the organizational chart and the methods of departmentalization
- (14) Describe the authority relationships that exist in an organization and explain the delegation process
- (15) Discuss the social and ethical responsibilities of business.

**3. INSTRUCTIONAL MATERIALS (These are suggested texts; the instructor or institution can select the text that will work best to meet the course objectives.)**

- a. Pride, William M., Robert J. Hughes, and Jack R. Kapoor. *Foundations of Business*, First Edition, Customized. . Boston, Massachusetts: Houghton Mifflin Custom Publishing Company, 2009. ISBN 13-978-0-547-21719-2
- b. Nickels, William E., James McHugh, and Susan McHugh. *Understanding Business with Student CD and Powerweb*, Sixth Edition. Boston, Massachusetts: McGraw-Hill, 2002. ISBN 0-07-249922-2 (2008) ISBN – 007310597x
- c. Blanchard, Kenneth, Charles Schewe, Robert Nelson, and Alexander Hiam. *Exploring the World of Business*. New York, New York: Worth Publishing, 1996. ISBN 1-57259-070-X
- d. Mescon, Michael H., Courtland L. Bovée, and John V. Thill. *Business Today*, Tenth Edition. Upper Saddle River, New Jersey: Prentice Hall, 2002. ISBN 0-13-091263-8
- e. Madura, Jeff. *Introduction to Business*, Current Edition. Cincinnati, Ohio: South-Western Publishing, 2006. ISBN 0-324-00675-6
- f. Courtland, L. Bovée, and John V. Thill. *Business in Action*, Fourth Edition. Upper Saddle River, New Jersey: Prentice Hall, 2008. ISBN 0-18-615408-5

**4. COURSE CONTENT/UNITS OF INSTRUCTION**

- a. Fundamentals of Business and Economics
- b. Ethics and Social Responsibility of Business
- c. Global Business
- d. Small Business, New Ventures, and Franchises
- e. Forms of Ownership and Business Combinations
- f. Functions and Skills of Management
- g. Organization, Teamwork, and Communication
- h. Human Resources Management
- i. Fundamentals of Marketing and Customer Service
- j. Accounting

- k. Financial Management and Banking
- l. Investments and Retirement Options (Optional)
- m. Understanding Personal Finance (Optional)

5. **SPECIFIC COURSE REQUIREMENTS** (*can vary per instructor*)

- a. **Course Prerequisite:** none
- b. **Other Requirements:** This will be determined by the instructor and college.

6. **SUGGESTED METHODS OF PRESENTATION/INSTRUCTION** (*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

7. **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.