# **BARTON COMMUNITY COLLEGE**

### COURSE SYLLABUS

# **GENERAL COURSE INFORMATION**

Course Number: BUSI 1600

Course Title: Introduction to Business

Credit Hours: 3

Prerequisite: None

Division and Discipline: Career and Technical Education/Business

Course Description: This course includes a survey of the field of business organization and management and the scope, the nature, and the involvement of the problems of business.

## INSTRUCTOR INFORMATION

## COLLEGE POLICIES

Students and faculty of Barton Community College constitute a special community engaged in the process of education. The College assumes that its students and faculty will demonstrate a code of personal honor that is based upon courtesy, integrity, common sense, and respect for others both within and outside the classroom.

Plagiarism on any academic endeavors at Barton Community College will not be tolerated. The student is responsible for learning the rules of, and avoiding instances of, intentional or unintentional plagiarism. Information about academic integrity is located in the Student Handbook.

The College reserves the right to suspend a student for conduct that is determined to be detrimental to the College educational endeavors as outlined in the College Catalog, Student Handbook, and College Policy & Procedure Manual. (Most up-to-date documents are available on the College webpage.)

Any student seeking an accommodation under the provisions of the Americans with Disability Act (ADA) is to notify Student Support Services via email at disabilityservices@bartonccc.edu.

## COURSE AS VIEWED IN THE TOTAL CURRICULUM

Introduction to Business is an approved general education course at Barton Community College, which can be used to fulfill degree requirements as a breadth business course in a business environment. In addition, is required (or recommended) to be taken by students enrolled in business programs. This course is used for AAS degrees or can transfers as an elective and may be used to help fulfill credits and course requirements for general education at most, if not all Kansas Regent's institutions.

However, general education requirements vary among institutions, and perhaps even among departments, colleges or programs within an institution. Also, the requirements may change from time to time and without notification. Therefore, it shall be the student's responsibility to obtain relevant information from the intended transfer institutions during his (her) tenure at Barton Community College to insure that he (she) enrolls in the most appropriate set of courses for the transfer program.

1. **ASSESSMENT OF STUDENT LEARNING**

Barton Community College assesses student learning and to quality education.  Assessment activities provide a means to develop an understanding of how students learn, what they know, and what they can do with their knowledge. Results from these various activities guide Barton, as a learning college, in finding ways to improve student learning.

## Course Outcomes, Competencies, and Supplemental Competencies:

Upon successful completion of this course, the student will be able to:

1. Identify and utilize business terminology
2. Identify and review terminology for business, management, marketing, and accounting concepts
3. Identify and explain forms of business: Sole proprietorship, partnerships and corporations
4. Describe global and international business concepts
5. Compare business competition types
6. Describe different economies and the economies influences
7. Discover the history of business and the U.S. economies
8. Describe and compare organizations that operate, stimulate and influence money within the economy
9. Describe the different types of economic systems
10. Compare macroeconomics and microeconomics
11. Review current business trends and apply trends to business concepts

1. Compare differences in small businesses and corporations

2. Review ethical / social responsibility trends in business

3. Explore the increase use of technology in business and society

4. Identify how technology affects and influences business

1. Compare business operations in different environments
2. Compare decentralized and centralized business organization
3. Examine different organizational structures in business and departmentalization
4. Evaluating political, social, environmental, and technological environments
5. Examine international business, its restrictions, barriers and methods of entering into the international market.
6. Explore and demonstrate entrepreneurship and various related components
7. Define entrepreneurship and characteristics of an entrepreneur.
8. Assess the advantages and disadvantages of entrepreneurship
9. Appraise the concept and types of franchising
10. Examine the advantages and disadvantages of franchising
11. Research and develop career opportunities in business
12. Apply business knowledge to career possibilities
13. Explore differences in job specification and job descriptions
14. Describe the major components of human resource management
15. Evaluate the effects of cultural diversity within the workplace
16. Illustrate the recruiting process
17. Analyze interviewing strategies and recommendations
18. Identify the primary elements of wages, compensation, and benefits
19. Evaluate employee orientation and training; and the relevance of a performance appraisal or evaluation
20. Determine various management and operations components
21. Define and apply the basic management functions: planning, organizing, leading & motivating, and controlling.
22. Distinguish among the different levels of management
23. Describe key management skills, implementing motivational techniques, and leadership styles
24. Define and explore motivation and the different motivational theories
25. Explain the majors areas of operations and the importance of quality control
26. Explain the nature of production and the conversion process from raw materials to a finished product
27. Describe the research and development of new products and / or services
28. Identify and explore the major elements of labor unions and their trends
29. Evaluate various marketing and promotional concepts
30. Analyze the product development process and product life cycle
31. Identify the four elements of the marketing mix and define a marketing strategy
32. Identify market research and the importance of market research to business
33. Explain the decision-making process and consumer buying behavior
34. Compare the product line and the product mix of business
35. Examine the use of branding, packaging and labeling as a promotional concept
36. Identify and evaluate pricing strategies; how pricing influences both the sellers and the consumer
37. Define distribution types including manufacturers, wholesales, intermediaries, and retailers
38. Identify various channels of distribution and supply chain management
39. Describe and demonstrate the types of promotion including advertising, sales promotion, public relations, personal selling, etc.
40. Identify accounting and finance methods
41. Identify and evaluate the accounting process
42. Analyze accounting methods and regulations utilized
43. Compare and analyze a balance sheet, income statement and cash flow statement
44. Summarize the process of planning for financial management
45. Identify the functions and characteristics of money
46. Define and identify funds, investments, securities and bonds
47. Identify risk factors associated with investments and evaluate risk management techniques
48. Describe and demonstrate business ethics and associated concepts
49. Determine ways ethical behavior can be implemented and encouraged
50. Explain why ethical behavior is important
51. Determining environmental business ethics
52. Explain code of ethics and employment practices that can protect employees
53. Define and demonstrate social responsibility in business
54. Describe types of pollution and their solutions; explore how protecting the environment is part of social responsibility

# **INSTRUCTOR'S EXPECTATIONS OF STUDENTS IN CLASS**

## TEXTBOOKS AND OTHER REQUIRED MATERIALS

## REFERENCES

## METHODS OF INSTRUCTION AND EVALUATION

## ATTENDANCE REQUIREMENTS

## COURSE OUTLINE