

Course Outline for: BUSN 1105 Introduction to Business**A. Course Description:**

1. Number of credits: 3
2. Lecture hours per week: 3
3. Prerequisites: None
4. Corequisites: None
5. MnTC Goals: None

Everything we do, whether as consumers, workers, business owners, or even activists for a cause, involves multiple elements of the economic environment we call business. At its core, business is simply the process of taking creative ideas and using them to fulfill the needs of individuals and organizations. Students will gain an understanding of the basic principles and language used in the process of conducting and managing business operations through evaluation of case studies, discussion, and assessments. As a result, students will gain an appreciation of the many facets of business that touch any discipline they choose to pursue.

B. Date last reviewed/updated: December 2024**C. Outline of Major Content Areas:**

1. Economic systems and measures of their performance
2. Competitive structure of industries
3. Corporate social responsibility and ethics
4. Basic forms of business ownership
5. The four functions of management
6. Operations management
7. Human resources management and motivation
8. Marketing management
9. Financial management
10. Accounting management
11. Information management

D. Course Learning Outcomes:

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

1. Explain the relationship between basic economic systems and business.
2. Evaluate business decisions in the context of ethics.
3. Evaluate the trade-offs required for the basic legal forms of business.
4. Differentiate between the four functions of management and their application.
5. Explain the concepts related to core business functions (operations, human resources, accounting and financial management).
6. Apply basic concepts related to business marketing.

E. Methods for Assessing Student Learning:

Methods for assessment may include, but are not limited to, the following:

1. Quizzes or Exams
2. Study Guides
3. Case studies
4. Projects or papers
5. Classroom activities

F. Special Information:

None