

# COURSE SYLLABUS

<b>LAST REVIEW</b>	Spring 2021
<b>COURSE TITLE</b>	Introduction to Business
<b>COURSE NUMBER</b>	BUSN 0210
<b>DIVISION</b>	Math, Science, Business & Technology
<b>DEPARTMENT</b>	Business
<b>CIP CODE</b>	52.0201, 52.0305, 52.0401, 52.1401
<b>CREDIT HOURS</b>	3
<b>CONTACT HOURS/WEEK</b>	Class: 3
<b>PREREQUISITES</b>	None
<b>COURSE PLACEMENT</b>	Students must meet the correct placement measure for this course. Information may be found at: <a href="https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html">https://www.kckcc.edu/admissions/information/mandatory-evaluation-placement.html</a>

## COURSE DESCRIPTION

The main goal of this introductory course is to communicate an understanding of a business world characterized by change, variety, and interaction. The course introduces students to the various functional areas of business. It can help students become familiar with current business practices and terms.

## KANSAS SYSTEMWIDE TRANSFER: BUS 1020

The learning outcomes and competencies detailed in this course outline or syllabus meet or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Groups project for this course as approved by the Kansas Board of Regents.

## PROGRAM LEARNING OUTCOMES

### Accounting AAS Program Learning Outcomes

1. Recording financial events  
Demonstrate proficiency in recording economic transactions and preparing financial statements in accordance with accounting principles.
3. Operating within the legal framework  
Be able to use the Internal Revenue Code as it relates to individual income taxes and laws governing business operations.
4. Critical thinking in decision-making  
Demonstrate the ability to utilize critical and creative thinking in business, operational or capital decision making.
5. Technology and communication in business

Demonstrate the ability to communicate and utilize technology in a business environment.

### **Administration Office Professional AAS Program Learning Outcomes**

1. Plan and collaborate with others in ways that contribute to the organization's goals.
3. Describe how to develop people to become more effective in workplace roles

### **Business Administration AAS Program Learning Outcomes**

1. Problem Solving and Decision Making  
Apply appropriate problem solving and decision-making skills.
2. Writing Business Documents  
Demonstrate proficiency in writing business documents.
3. Organizational Impact  
Describe how internal and external forces impact the various department within an organization, to include operations, finance, marketing, production and human resources.
4. Legal Framework of Business  
Demonstrate knowledge of the legal framework that regulates business activity dealing with elements of legally enforceable contracts.
5. Ethical Responsibilities  
Define the ethical responsibilities of business organizations and identify relevant ethical issues.

### **Marketing AAS Program Learning Outcomes**

2. Analyze, organize, and execute basic business and marketing strategies.
3. Describe how internal and external forces impact the various departments within an organization - to include operations, finance, marketing, production, and human resources.

### **TEXTBOOKS**

<http://kckccbookstore.com/>

### **METHODS OF INSTRUCTION**

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

### **COURSE OUTLINE**

- I The Environment of Business
  - A. Exploring the World of Business and Economics
  - B. Ethics and Social Responsibility in Business

- C. Global Business
- II. Business Ownership and Entrepreneurship
  - A. Choosing a Form of Business Ownership
  - B. Small Business, Entrepreneurship, and Franchises
- III. Management and Organization
  - A. Understanding the Management Process
  - B. Creating a Flexible Organization
  - C. Producing Quality Goods and Services
- IV. Human Resources
  - A. Attracting and Retaining the Best Employees
  - B. Motivating and Satisfying Employees and Teams
- V. Marketing
  - A. Building Customer Relationships Through Effective Marketing
  - B. Creating and Pricing Products That Satisfy Customers
  - C. Distributing and Promoting Products
- VI. Information, Accounting, and Finance
  - A. Exploring Social Media and e-Business
  - B. Using Management and Accounting Information
  - C. Mastering Financial Management

## **COURSE LEARNING OUTCOMES**

- A. The student will be able to identify business trends affecting firms in a diverse global environment.
- B. The student will be able to describe issues to consider when starting a small business.
- C. The student will be able to recognize how management strives to build an organization and empower employees to satisfy customers.
- D. The student will be able to explain how the management of human resources affects a firm's ability to produce quality goods and services.
- E. The student will be able to identify the elements for developing and implementing customer-oriented marketing plans.
- F. The student will be able to describe the fundamental concepts related to managing business and personal financial resources.

## **ASSESSMENT OF COURSE LEARNING OUTCOMES**

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

## **COLLEGE POLICIES AND PROCEDURES**

*Student Handbook*

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

*College Catalog*

<https://www.kckcc.edu/academics/catalog/index.html>

*College Policies and Statements*

<https://www.kckcc.edu/about/policies-statements/index.html>

*Accessibility and Accommodations*

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.