



## **BMGT 1010**

**Division:** Business and Technology

**Department:** Business Management

**Course:** BMGT 1010

**Title:** Introduction to Business

**Catalog Description:**

This is a survey course covering trends in entrepreneurship, business, economics, forms of business ownership, small business management, marketing, advertising, pricing and finance. It identifies and explains the different business functions and their inter-relationships.

**General Education Requirements:** N/A

**Semesters Offered:** Fall, Spring

**Credit/Time Requirement:** Credit: 3; Lecture: 3; Lab: 0

**Offered for Non-Credit:** Yes

**Prerequisites:** None

**Corequisites:** None

**Justification:**

It is important that students gain a comprehensive knowledge of the integral parts of business. This introductory course lays a foundation for subsequent business related courses. This course also gives students a taste of many business aspects helping them to determine areas of interest and further study.

**Student Learning Outcomes:**

Students will learn about and appreciate the fast-changing and dynamic small business environment.

Upon successful completion of this course, students will be able to do or know the following:

- Use this course to prepare for a career.
- Assess their skills and personallity.
- Learn professional business strategies.
- Learn to behave like a professional.
- Develop workplace skills.
- Do their best in school to prepare for a career.
- Make the most of available resources.
- Appreciate time-management skills.
- Understand how technology can assist entrepreneurs.
- Gain a basic knowledge of important business financial skills.

- Learn to write a resume and pursue a desirable job.

## **Content:**

Knowledge of the following areas and practical application will be of primary concern; the business environment, the American economy, business ethics and social responsibility, legal forms of business organization, entrepreneurship and franchising, management, the role of organizations, human resource management, production and operations management, marketing principles and the four P's, financial management, accounting and financial statements, and international business. This is a great introductory course leading to more focus in subsequent related classes.

### *Part 1 Business Trends: Cultivating a Business in Diverse, Global Environments*

- Meeting the Challenge of Today's Dynamic Business Environment
- Competing in Global Markets
- Demonstrating Ethical Behavior and Social Responsibility

### *Part 2 Business Ownership*

- Forms of Business Ownership
- Entrepreneurship and Starting a Small Business

### *Part 3 Business Management: Empowering Employees to Satisfy Customers*

- Management, Leadership, and Employee Empowerment
- Operations Management
- Motivating Employees and Building Self-Managed Teams

### *Part 4 Marketing: Developing and Implementing Customer-Oriented Marketing Plans*

- Marketing: Customer and Stakeholder Relationship Marketing
- Developing and Pricing Products and Services
- Distributing Products Efficiently and Competitively
- Promoting Products Using Integrated Marketing Communications

### *Part 5 Decision Making: Management Information*

- Using Technology to Manage Information
- Understanding Financial Information and Accounting

### *Part 6 Managing Financial Resources*

- Financial Management
- Understanding Money and Financial Institutions
- Managing Personal Finances

## **General Education Outcomes:**

### 2) Write clearly, informatively, and persuasively.

Students will be asked to write business proposals, marketing plans, advertising campaigns and sales promotions. These written documents must clearly inform and persuade. Student teams must write action plans from which to follow during the course of starting and running a business.

### 3) Speak effectively in a variety of contexts.

Students will present their work plans and strategies for their teams. Students will present marketing strategies and sales promotions. Students will also learn and implement real-life sales strategies and techniques. Students will give team progress reports to the class. Students will also interview an entrepreneur and present their findings to the class.

## **Key Performance Indicators:**

Students will gain a broad knowledge of business elements and functions, their roles and how they interact with each other.

Assessment of student performance in class and outside of class:

- demonstration of knowledge through quizzes and exams
- demonstration of skills through hands-on practical exercises
- demonstration of skills through starting and operating a student run business

Three quizzes, five exams, a business project and participation/attendance will be used to assess student performance. Percentages are approximate.

- Exams: 50%
- Quizzes: 10%
- Business Team: 15%
- Business Project: 15%
- Attendance and Participation: 10%

**Representative Text and/or Supplies:**

- *Business Essentials*, Ebert/Griffin, current edition, Prentice Hall

**Optimum Class Size:** 24

**Maximum Class Size:** 32

**Signatures:**

I hereby submit this course syllabus:

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Russ Johnson, MIM, Assistant Professor

I hereby find this course consistent with the goals and resources of the Business Management Department:

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Russ Johnson, MIM, Assistant Professor, Chair

I hereby find this course consistent with the goals and resources of the Business and Technology Division:

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Doug Dyreng, MS, Associate Professor, Dean

I have discussed the need for library resources related to this class with the person submitting the syllabus:

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Lynn Anderson, MLIS, Technical Services Librarian (Main Campus)

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Michelle Olsen, MLS, Campus Librarian (Richfield Campus)