



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 interrelationships.

General Education Requirements: N/A

Semesters Offered: TBA

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. This course is required for the Business Management AAS degree.

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 course content and experiences to prepare for a career
- Know the various forms of business ownership, along with characteristics of each
- Identify qualities of a successful entrepreneur
- Identify and apply professional business strategies
- Develop workplace skills
- Identify and apply basic human resource management concepts
- Apply various marketing techniques and theories
- Know strategies for making the most of available resources
- Understand how technology can assist entrepreneurs

- Gain a basic knowledge of important business financial skills

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.

General Education Outcomes:

3) Speak effectively in a variety of contexts.

Students will individually research multiple course topics and make multiple presentations on those topics to the class. In select team projects, students will present work plans, marketing strategies, and real-life sales strategies and techniques. Students will also interview an entrepreneur and then present findings to the class based on a structured plan. Through instructor and peer feedback, students will have the opportunity to improve on subsequent presentations.

Applied Education Outcomes:

1) Students will acquire entry-level skills specific to and appropriate for employment in their chosen field of study.

Through exposure to a variety of business topics, scenarios, theories, and cases, students will develop entry-level skills that will prepare them for employment in a business setting. Instructor feedback is provided through exam and quiz scores and through team and individual learning experiences.

Key Performance Indicators:

Assessment of student performance in class and outside of class will be based on the following:

- demonstration of knowledge through quizzes and exams
- demonstration of skills through hands-on practical exercises

Quizzes, exams, business projects, and participation/attendance will be used to assess student performance. Percentages are approximate.

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

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

Optimum Class Size: 24

Maximum Class Size: 32

Signatures:

I hereby submit this course syllabus:

Russ Johnson, MIM, Assistant Professor

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

Russ Johnson, MIM, Assistant Professor, Chair

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

Doug Dyreng, MS, Associate Professor, Dean

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

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

Michelle Olsen, MLS, Campus Librarian (Richfield Campus)