MESABI RANGE COMMUNITY & TECHNICAL COLLEGE – VIRGINIA/EVELETH

Course Outline

Course Title:	**Introduction to Business**	**Submitted By:**	**S. Medure**
Semester Course Prefix and Number:	**BUS 1655**	**Approval Date:**	
Old Quarter Course Prefix and Number:	**BUS 166**	**Revision Date:**	**Feb. 2002**

Number of Credits:	**3**	**Number of Lecture Credits:**	**3**
Semester(s) Offered:		**Number of Lab Credits:**	**Number of Lab Hours:**
Negotiated Class Size:		**Number of Studio/Demonstration/Internship Credits:**	

Course Purpose Code:

_____ **0 –** Developmental Courses
_____ **1 –** Non-transferable, General Education
_____ **2 –** Technical course related to career programs
_____ **3 –** College course which has the primary goal of applying certain concepts (e.g. vocal ensemble)
__X__ **4 -** Other college course not considered a part of general education (MNTC) e.g. computer science, health, physical education
_____ **5 –** Course which is intended to fulfill the Minnesota Transfer Curriculum (MNTC) requirements.
_____ **9 –** Continuing Education/Customized Training specialized credit course (not occurring in 0-5)

Catalog Description:
A course that will examine the business system in the United States. Topics for discussion will include the management and organization of business, how products and services are produced and marketed, human resources and productivity, financial aspects of business, international business operations, and factors that will affect the future of business.

Prerequisites and/or recommended entry skills/knowledge:
Course Prerequisite(s): None
Reading Prerequisite: None
Composition Prerequisite: None
Mathematics Prerequisite: None

Career Programs and Transfer Majors Accessing this Course:
Retail Management Program (and Options) – University of Wisconsin, Stout
AS Degree Program in Business

Minnesota Transfer Curriculum Goal(s) partially met by this course if applicable: Notes: No more than two goals may be met by any one course. (Curriculum Committee review and the Chief Academic Officer's approval are required).

0. **X** None
1. _____ Communications
2. _____ Critical Thinking
3. _____ Natural Sciences
4. _____ Mathematical/Logical Reasoning
5. _____ History and the Social and Behavioral Sciences
6. _____ The Humanities and Fine Arts
7. _____ Human Diversity
8. _____ Global Perspectives
9. _____ Ethical and Civic Responsibility
10. _____ People and the Environment

Learning outcomes, including any relevant competencies listed in the Minnesota Transfer Curriculum:
The student will:

- Define business in the United States and describe its characteristics, and discuss how an idea can be turned into a product or service in the marketplace
- Explain the purpose and functions of management and the internal organizational structure of business
- Explain the importance of marketing to business and the marketing mix (four P's: product, place, promotion, price)
- Discuss the essentials of production and operations management, computer systems, accounting for financial control, and business forecasts and budgets
- Identify the factors used in obtaining maximum productivity from human resources
- Analyze the financial needs of business, describe where and how funds are obtained, and explain the money and banking systems in the United States
- Discuss the growth of American business (especially corporations and American companies in international trade) and examine the laws and regulations and ethical standards of business

Student assessment methods:

- A minimum of four examinations
- Miscellaneous quizzes and five-minute writes

Use of instructional technology (includes software, interactive video and other instructional technologies):
Overhead

Outline of the major course content:

- The Business System in the United States
- Management and Organization of Business
- Marketing of Products and Services
- Production and Operations Management and Controls
- The Contribution of Human Resources
- Financial Aspects of Business

Additional special information (special fees, directives on hazardous materials, etc.)

Transfer Information: (Please list colleges/majors that accept this course in transfer.)

Approvals:

Body	Representative Signatures	Date

Curriculum Committee		
Faculty Association		
Meet and Confer		
Chief Academic Officer		

Distribution: Original – Administrative Office, Library, Learning Center, Records, Student Services, Curriculum Committee Chair