Course Title: Introduction to Business
Submitted By: A. Kelson
Semester Course Prefix and Number: BUS 1655
Approval Date: 11/12/19
Old Quarter Course Prefix and Number: BUS 166
Revision Date: Oct. 2019

Number of Credits: 3
Number of Lecture Credits: 3
Number of Lab Credits: 0
Number of Lab Hours: 0
Number of Studio/Demonstration/Internship Credits: 0

 Semester(s) Offered: Class Size: 35 online/40 on-campus
Negotiated by AASC on: (date)

Course Purpose Code:

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

Catalog Description:

A course that will examine the business systems 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 aspect of business, international business operations, and factors that will affect the future of business.

Prerequisites and/or recommended entry skills/knowledge:

Course Prerequisite(s):
Reading Prerequisite:
Composition Prerequisite:
Mathematics Prerequisite:

Career Programs and Transfer Majors Accessing this Course:
Entrepreneurship Certificate
Supervisory Management Certificate
Business Diploma
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. AASC review and the Chief Academic Officer's approval are required.)

0. 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)

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

- Define business in the United States and describe its characteristics.
- Discuss how an idea can be turned into a product or serve 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: people, processes, programs, and performance).
- Discuss the essentials of production and operations management, information 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 U.S. business (especially corporations and U.S. companies in international trade).
- Examine the laws and regulations and ethical standards of business.

Student Assessment Methods May Include:

At the instructor’s discretion, the following methods will be used as considered appropriate to meet learning outcomes:

- Examinations that cover primary course content.
- A research paper or special project that reflects comprehensive understanding of course content.
- Short papers that focus on specific areas of interest.
- Discussions and/or insight papers.
- Topic specific assignments.

Use of Instructional Technology May Include: (includes software, interactive video and other instructional technologies):

- D2L when taught on-line
- YouTube videos
- TED Talk presentations

Additional Special Information: (special fees, directives on hazardous materials, etc.)

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

Affiliated Mesabi Range College Courses and Programs:

Business Operations and Management A.A.S.

Approvals:

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Distribution: Original – Instructional Services
Copies: Transfer Specialist, Originating Faculty Member, Records
Revised: February 2019