

SOUTHEAST COMMUNITY COLLEGE
BUSINESS DIVISION
Business Program
Revision Date: 08-19-24

I. CATALOG DESCRIPTION

Course Number: BSAD1050
Course Title: Introduction to Business
Prerequisite(s): None

Catalog Description: An introductory study and overview of the role of business in society as well as a discussion of the various disciplines of business including an overview of business organization, management, marketing, human resource management, and finance. Also a study and discussion of various strategies for success of specific public and private firms as well as small business. Business vocabulary used to understand, analyze, and interpret business news and information.

Credit Hours: 3.0
Class Hours: 45
Lab Hours: 0
Total Contact Hours: 45

II. COURSE OBJECTIVES: *Course will teach students to*

- A. Describe the differences among the world's economic systems
- B. Identify and distinguish major forms of business ownership
- C. List the basic structure, process, and function of management in a business organization; compare and contrast leadership styles
- D. Explain fundamental elements of marketing goods and/or services in a customer-driven, global, and e-commerce economic environments
- E. Introduce the importance of financial management in a business
- F. Introduce the terms and concepts associated with the business environment.
- G. Explore the social and ethical responsibilities of business

III. STUDENT LEARNING OUTCOMES AND GENERAL EDUCATION LEARNING OUTCOMES

- A. Student Learning Outcomes: *Students will be able to*
 - 1. Compare and contrast major economic systems.
 - 2. Differentiate the basic forms of business ownership.
 - 3. Define the functions of management.
 - 4. Identify authority relationships in various organizational structures.
 - 5. Explain the roles and responsibilities of human resource management.
 - 6. Differentiate among the motivational approaches used in business.
 - 7. Describe the significance of the marketing functions.
 - 8. Summarize the role financial statements play in business decision making.
 - 9. Explain the importance of growth and sustainability in business.
 - 10. Interpret the social and ethical responsibilities of business.
- B. General Education Learning Outcomes (GELOs)
 - 1. GELO 3: Critical Thinking & Problem Solving
Outcome 3: Evaluate ideas presented in writing, medial, speech, or artistic presentations.
Outcome 5: Acquire and integrate knowledge and construct relationships across disciplines.

IV. CONTENT/TOPICAL OUTLINE

- A. Fundamentals of Business and Economics
- B. Ethics and Social Responsibility of Business
- C. Global Business
- D. Small Business, New Ventures, and Franchises
- E. Forms of Ownership and Business Combinations
- F. Functions and Skills of Management
- G. Organization, Teamwork, and Communication
- H. Human Resources Management
- I. Fundamentals of Marketing and Customer Service
- J. Roles of Accounting and Finance

V. INSTRUCTIONAL MATERIALS

- A. Required Texts:
 - 1. **Option 1:** Ferrell, *Business*, Current Edition, McGraw-Hill. **DDA** – Direct Digital Access. You will have access to your digital course materials on the first day of class! The SCC Bookstore has worked with publishers to get your course materials at the lowest cost. These materials are required by your instructor. If you decide that you don't want to participate, you will need to OPT-OUT of the program and be sure that you're obtaining the material on your own. If you stay opted in, you will be charged a reduced price for a digital textbook (E-book) and required code. The book charges go directly to your account at SCC for you to pay. If you would also like to own a paper copy of the book you can purchase a loose-leaf copy at a much-reduced cost at the SCC bookstore, but only if you stay Opted-In to the Direct Digital Access program.
Package Contains:
 - a. E-book with Connect access code
 - 2. **Option 2:** Ferrell, *Business*, Current Edition.
 - a. Book, E-book, and Connect
 - 3. **Option 3:** Ferrell, *Business*, Current Edition. Book only – no e-book and no Connect Access. (If your teacher requires Connect, this option will not work.)
 - a. Book only – no Connect access

VI. METHODS OF PRESENTATION/INSTRUCTION

- A. Explanation and/or lecture
- B. Video presentation
- C. Student reports
- D. Role play
- E. Guest speaker
- F. Small group activities
- G. Discussion
- H. PowerPoint presentation
- I. Field trips
- J. Internet activities
- K. Online, hybrid/blended delivery
- L. Case studies

VII. METHODS OF EVALUATION

- A. Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, presentations, projects, papers, and/or a portfolio.
- B. Instructors will distribute and discuss the evaluation process and his/her grading policies with the students at the beginning of the term.
- C. SCC STANDARD GRADING SCALE POLICY:

A+	95-100	C+	75-79
A	90-94	C	70-74

B+	85-89	D+	65-69
B	80-84	D	60-64
		F	Below 60

VIII. SPECIFIC COURSE REQUIREMENTS

None