



**COWLEY COLLEGE
& Area Vocational Technical School**

COURSE PROCEDURE FOR

**INTRODUCTION TO BUSINESS
BUS1311 3 Credit Hours**

Student Level:

This course is open to students on the college level in either the freshman or the sophomore year.

Catalog Description:

BUS1311 - INTRODUCTION TO BUSINESS (3 hrs)

A study of various types of business organization and the relationship of business to government and management to labor. Management's perspective of production, marketing, personnel, finance, and transportation is a constant consideration.

Prerequisites:

None

Controlling Purpose:

The purpose of this course is to acquaint the student with the nature and scope of business, its component parts, how business is owned, organized, and managed. Emphasis is upon environmental forces and historical conditions that have influenced the growth of business from its early years to the present day.

Learner Outcomes:

Upon completion of the course, the student will be able to understand and implement the basic aspects that are required for planning and running a small business from idea inception to management, ownership, marketing, and financial aspects.

Units Outcomes and Criterion Based Evaluation Key for Core Content:

The following defines the minimum core content not including the final examination period. Instructors may add other content as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the

less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.

- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.
- D = A few of the major goals have been achieved, but the student's achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

UNIT 1: Business Trends: Cultivating a Business in Diverse, Global Environments						
Outcomes: Upon completion of the unit, students will be able to discuss the business trends in the United States and the world.						
A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Examine how the economic environment and taxes affect business
						Analyze what business's must do to meet the global challenge
						Illustrate how the technological environment has affected business
						Identify various ways that business can meet and beat competition
						Explain how wealth is accumulated in an economy
						Describe how the free market system works
						Describe monetary policy and its importance to the economy
						Describe the current status of the United States in the global economy
						Evaluate the hurdles of trading in a world market
						Explain the role of multinational corporations in global markets
						Explain why legality is only the first step in behaving ethically
						Describe management's role in setting ethical standards

							Define social responsibility
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UNIT 2: Business Ownership: Starting a Small Business
 Outcomes: Upon completion of the unit, students will understand the advantages and disadvantages of different business organizational structures.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Compare the advantages of a sole proprietorship
						Identify the various forms of business ownership
						Explain why people are willing to take the risk of entrepreneurship
						Analyze what it takes to start and run a small business
						Outline the advantages that small businesses have in entering global markets

UNIT 3: Business Management: Empowering Employees to Satisfy Customers

Outcomes: Upon completion of the unit, students will understand the importance of empowering employees to satisfy customers.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Explain the four functions of management and why the role of management is changing
						Summarize the five steps of the control function of management
						Illustrate the skills a manager must possess
						Explain the organizational theories of Fayol and Weber
						Discuss the various issues associated with organizational design
						Describe the production process and the importance of productivity
						Illustrate the use of PERT, Gantt charts, and TQM in production processes
						Explain the importance of productivity in the service sector

UNIT 4: Management of Human Resources

Outcomes: Upon completion of the unit, students will be able to motivate employees to produce quality goods and services.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Define the Term Scientific Management
						Discuss Maslow's view of needs and motivation
						Differentiate the difference between Theory X, Theory Y, and Theory Z
						Explain the factors involved in the expectancy theory
						Summarize the six steps in planning human resources
						Trace the six steps in appraising performance
						Outline the objectives of labor unions
						Explain how a strike, lockout, and a boycott differ

UNIT 5: Marketing: Developing and Implementing Customer-Oriented Marketing Plans

Outcomes: Upon completion of the unit, students will be able to motivate employees to produce quality goods and services.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Describe and understand the evolution of the Field of Marketing through determining the Marketing Mix: Product, Price, Place, and Promotion
						Provide Marketers with Information through the Market Research Process and understanding the Marketing Environment
						Segment the Consumer Market, understand how to reach smaller market segments and the importance of Relationship Marketing
						Develop and Price Products and Services
						Distribute Products Quickly and Efficiently through Wholesale and Retail Intermediaries while building a Cooperation in Channel Systems
						Use Effective Promotional Techniques in advertising, Personal Selling, Public Relations, and Sales Promotions

UNIT 6: Managing Financial Resources

Outcomes: Upon completion of the unit, students will be able to motivate employees to produce quality goods and services.

A	B	C	D	F	N	Specific Competencies
						Demonstrate the ability to:
						Understand basic Financial Information and Accounting and Key financial Statements
						Understand the need for financial planning, operating funds, and obtaining Short-Term and Long-Term Financing
						Understand the basics of Securities Markets, Financing and Investing Opportunities
						Understand the basics of Money, Financial Institutions, and the Federal Reserve

Projects Required:**Textbook:**

Contact Bookstore for current textbook.

Materials/Equipment Required:

Attendance Policy:

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

Grading Policy:

The grading policy will be outlined by the instructor in the course syllabus.

Maximum class size:

Based on classroom occupancy

Course Time Frame:

The U.S. Department of Education, Higher Learning Commission, and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching, and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

Refer to the following policies:

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

Disability Services Program:

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability, which may impact work in this class which requires accommodations, contact the Disability Services Coordinator.