
SECTION HEADING

BUS 1101: Introduction to Business

Description

Introduction to Business provides students with vital exposure to the major business functions in a dynamic free enterprise environment. The course offers students relevant exposure to background information necessary to execute decision-making in a multitude of business specialties. Fundamentals are emphasized in areas as management, marketing, financing, and information systems.

Credits

4

Prerequisite

None

Corequisite

None

Topics to be Covered

1. Stock Market Project (require and must completed on original forms)
2. Exploring the World of Business
3. Ethics and Social Responsibility
4. Global Business
5. Navigating the World of e-Business
6. Forms of Business Ownership
7. Small Business, Entrepreneurship, and Franchises
8. The Management Process
9. Creating the Organization
10. Producing Quality Goods and Services
11. Attracting and Retaining the Best
12. Motivating and Satisfying Employees
13. Enhancing Union Management Relations
14. Building Customer Relationships
15. Creating and Pricing Products
16. Wholesaling, Retailing, and Physical Distribution
17. Developing Integrated marketing Communications
18. Acquiring, Organizing, and Using Information
19. Using Accounting Information
20. Mastering Financial Management
21. Securities Markets and Investments
22. Risk Management and Insurance

Learning Outcomes

1. Examine private enterprise, small business and the franchise system.
2. Analyze management of organization and human resources.
3. Discuss the importance of product, pricing and promotion in marketing.
4. Examine the banking system and capital markets.

Credit Details

Lecture: 4

Lab: 0

OJT: 0

MnTC Goal Area(s): None