

**Fond du Lac Tribal and Community College  
COURSE OUTLINE FORM**

**Updated 9/23/14**

Please return this form to the college vice president of academic affairs and the chairperson of the Academic Affairs and Standards Council (AASC)

**1. Prepared by:** \_\_\_\_\_

**2. Date submitted:** \_\_\_\_\_

3. Date approved: 2/1/96      Date revised 10/14/14

**4. Department/discipline:** Business

**5. Department(s) endorsement(s):** \_\_\_\_\_

**(Signatures of the person(s) providing the endorsement are required.)**

6. Course Title: Introduction to Business

Abbreviated course title (25 characters or less): \_\_\_\_\_

7. Course Designator: BUS                      8. Course Level: 1001      9. 2XXX

10. Number of Credits: Lecture 3      Lab \_\_\_\_\_

11. Control Number (on site) 40      Control Number (online) \_\_\_\_\_

12. Catalog/Course description:

This course is designed to give students an introduction to contemporary business concepts in such areas as business management, human resource future scope of business. Students will receive a broad overview as to what is involved in the various areas of business as well as the ability to experience how these concepts relate to the real world.

13. Course prerequisite(s) or co-requisite(s): Accuplacer scores/ Other courses

Prerequisite(s):

Co-requisite:

14. **Course Materials** (Recommended course materials and resources. List all that apply, e.g. textbooks, workbooks, study guides, lab manuals, videos, guest lecturers).

1. College level materials and text chosen at option of instructor.

2. Textbook: Similar to Business Essentials, by Ebert and Griffin, Prentice Hall

15. **Course Content** (Provide an outline of major topics covered in course)

1. Exploring the World of Business
2. Ethics and Social Responsibility
3. Global Business
4. Forms of Business Ownership
5. The Management Process
6. Creating the Organization
7. Producing Quality Goods and Services
8. People and Motivation in Business
9. Human Resources Management
10. Union-Management Relations

11. Overview of Marketing
12. Product and Price
13. Wholesaling, Retailing, and Physical Distribution
14. Promotion
15. Business Research, Management Information, and Computers
16. Accounting
17. Money, Banking, and Credit
18. Financial Management
19. Securities Markets, and Investments
20. Risk Management and Insurance

**16. Learning Goals, Outcomes, and Assessment**

At FDLTCC we have 4 Competencies Across the Curriculum (CAC) areas. They are as follows:

- A. Information Literacy (the ability to use print and/or non-print tools effectively for the discovery, acquisition, and evaluation of information)
- B. Ability to Communicate (the ability to listen, read, comprehend, and/or deliver information in a variety of formats.)
- C. Problem Solving (the ability to conceptualize, apply, analyze, synthesize, and/or evaluate information to formulate and solve problems.)
- D. Culture (knowledge of Anishinaabe traditions and culture, knowledge of one’s own traditions and culture, knowledge of others’ traditions and cultures, culture of work, culture of academic disciplines and/or respect for global diversity.)

*Course learning outcomes will fulfill the identified competencies.*

*Course Learner Outcomes:*

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

1. Demonstrate the ability to use reputable print and non-print sources regarding finding information about businesses. (A)
2. Demonstrate the ability to communicate business concepts. (B)
3. Demonstrate the ability to evaluate a business’s decisions and how these decisions can affect the future of that business. (C)
4. Demonstrate the ability to understand and apply basic business terminology and concepts. (B, C)
5. Demonstrate the ability to recognize the impact that culture and cultural differences have on businesses today. (D)

**17. Minnesota Transfer Curriculum (MnTC):** If this course fulfills an MnTC goal area, state the goal area and list the goals and outcomes below:

See [www.mntransfer.org](http://www.mntransfer.org)

Goal Area(s): \_\_\_\_\_

Goal and Outcomes: