

LABETTE COMMUNITY COLLEGE BRIEF SYLLABUS

SPECIAL NOTE:

This brief syllabus is not intended to be a legal contract. A full syllabus will be distributed to students at the first class session.

TEXT AND SUPPLEMENTARY MATERIALS USED IN THE COURSE (if any):

Please check with the LCC bookstore, <http://www.labette.edu/bookstore>, for the required texts for this class.

<u>COURSE NUMBER:</u>	BUAD 101
<u>COURSE TITLE:</u>	INTRODUCTION TO BUSINESS
<u>SEMESTER CREDIT HOURS:</u>	3
<u>DEPARTMENT:</u>	Business Administration
<u>DIVISION:</u>	General Education
<u>PREREQUISITE:</u>	None
<u>PLACEMENT TEST LEVEL:</u>	General Education Course
<u>REVISION DATE:</u>	April 2017 (align outcomes)

COURSE DESCRIPTION:

A study of the different aspects of the business world such as marketing, production, finance, human resources management.

COURSE OUTCOMES AND COMPETENCIES:

Students who successfully complete this course will be able to:

1. Identify and define Economics from academic and professional perspectives.
Identify and define International Business from academic and professional perspectives.
 - Identify the resources businesses use and identify key stakeholders.
 - Explain how economic growth, inflation, and interest rates affect businesses.
 - Explain how market prices are determined.
 - Describe how firms conduct international business and how exchange rate movements affect performance.
2. Identify the role of ethics and social responsibility in business.
 - Describe the ethical responsibilities businesses owe to their stakeholders.
 - Discuss the factors that affect the level of ethical behavior in the business world.

3. Identify and define Entrepreneurship from academic and professional perspectives.

- Describe the advantages and disadvantages of forming a business as a sole proprietorship, a partnership, or a corporation.
- Describe the advantages and disadvantages of being an entrepreneur.
- Explain how a business can develop a competitive advantage.

4. Identify and define Management and Leadership from academic and professional perspectives. Identify and define Supply Chain/Operations Management from academic and professional perspectives.

- Describe the key functions of managers and the skills that managers need.
- Explain the purpose of an organizational structure and how organizational structure varies among firms.
- Describe how centralized and decentralized organizational structures differ.
- Identify the factors that affect the production plant site decision.

5. Discuss the principles of human resource management.

- Describe the theories on employee motivation.
- Differentiate among the types of compensation that firms offer to employees.
- Explain how the performance of employees can be evaluated.

6. Identify and define Marketing from academic and professional perspectives.

- Explain product line, product mix, and product life cycle.
- Identify the factors that influence the pricing decision.
- Describe the various forms of transportation used to distribute products.
- Describe how advertising is used.
- Describe the sales promotion methods that are used.

7. Identify and define Accounting from academic and professional perspectives.

Identify and define Finance from academic and professional perspectives.

Identify and define Information Systems from academic and professional perspectives.

- Explain how to interpret financial statements.
- Describe the common methods of debt and equity financing for firms.
- Explain capital budgeting and identify the types of investment decisions that a firm may make.
- Describe the motives for investing in other firms and explain the merger process.

8. Demonstrate business etiquette and effective communication skills.

- Exhibit professionalism and proper business etiquette.
- Effectively communicate information.

9. Recognize the importance of business in devising individual educational and professional career goals and opportunities.

- Explore different professions and careers within the business field.

*The learning outcomes and competencies detailed in this course outline or syllabus meet or exceed the learning outcomes and competencies specified by the Kansas Core Outcomes Groups project for this course as approved by the Kansas Board of Regents. Kansas Regents Shared Number Course
BUS 1020*