

COURSE OUTLINE

Introduction to Business

Course Title

BA 110

Dept. & Course No.

I. Course Description

This is an introductory course designed to introduce students to the many aspects of the business sector. It is designed to introduce students to various topics both in the public and private enterprises. Topics will include large and small business operations such as management, internal controls, marketing, budgets, pricing strategies, human resources, and financing. Pre. None

II. SEMESTER CREDITS: 3

III. CONTACT HOURS PER WEEK: 3 0 3
Lecture Lab Total

IV. PREREQUISITE: NONE

V. STUDENT LEARNING OUTCOMES:

VI. COURSE CONTENT

Upon completion of this course, the student will be able, with 65% accuracy, to:

1. Identify the roles of enterprise and other types of economic systems.	A. Free Enterprise System/Types of Economic Systems: 1. Process, variety, and dynamics of an enterprise system. 2. Capitalism, mixed economies, and socialism, 3. Economic Measurements
2. Identify the common forms of business ownership and forms of private enterprise.	B. Business Ownership/Private Enterprise: 1. Proprietorship, partnership, and corporation. 2. Entrepreneurship, small business, and franchise system. 3. Similarities and differences of large and small businesses. 4. Factors influencing ownership.
3. Identify global factors influencing business.	C. Global Environment: 1. Impacts of global environment on operating a business. 2. Importance of environmental responsibility. 3. Application of ethics in a business.
4. Gain basic understanding of international business.	D. International Business: 1. Complexities of operating in a global environment.
5. Identify the basic functions of management.	E. Management: 1. The four key functions of management. 2. Skills required of managers working with different concepts of motivation.

6. Gain basic understanding of the internal structure of a business and the organizational process.	F. Internal Structure and Organizational Process of Business: 1. Internal structure, types, and principles of organization. 2. Division of Labor. 3. Delegation of Authority.
7. Identify the various aspects of business operations and concepts.	G. Business functions: 1. Consumer market. 2. Marketing distribution system and promotion. 3. Accounting Processes 4. Human Resource Management and Planning 5. Business Finance Management

VI. EQUIPMENT & MATERIALS:

- A. Flash Drive (at least 500MB)
- B. Digital Projector

VII. TEXT (S)

Ferrell, Ferrell, and Hirt. *Business: A Changing World 9th Edition*. New York, NY: McGraw Hill, Inc. 2014.

VIII. METHOD OF INSTRUCTION:

- A. Lecture
- B. Presentation
- C. Guests Speakers

IX. METHOD OF EVALUATION:

Participation-----	10%
Assignments-----	25%
Quizzes-----	10%
Tests-----	25%
Midterm Exam-----	15%
Final exam-----	15%
Total: -----	100%

X. TRANSMUTATION OF PERCENT TO LETTER—GRADE:

90-100%-----	A
80-89%-----	B
70-79%-----	C
65-69%-----	D
0-64%-----	F

PALAU COMMUNITY COLLEGE
BA 110 Introduction to Business
COURSE LEARNING OUTCOMES

During the course experience, the **course learning outcomes** (CLOs) will be assessed through the use of signature assignments. A rating scale will be used to determine the students' proficiency level of each CLO using specifically aligned assignments. The numerical ratings of 4, 3, 2 and 1 are not intended to represent the traditional school grading system of A, B, C, D and F. The descriptions associated with each of the numbers focus on the level of student performance for each of the course learning outcomes listed below.

Rating Scale:

- 4 – Exceed Expectation
- 3 - Meet Expectation
- 2 - Developing
- 1 - Below Expectation

CLO 1: Students will be able to differentiate between public and private enterprises in both the past and the present, and how they contribute and affect the economy that we live in.

4	Discuss the following topics with 80 to 100% accuracy. <ul style="list-style-type: none">a. The economical view of supply and demandb. The distinction between proprietorship, partnership, and corporationc. Choices that influence ownershipd. Economic measurements
3	Complete all tasks with 70%-79% accuracy
2	Complete all tasks with 65% to 69% accuracy.
1	Complete all tasks with 64% or below accuracy.

CLO 2: Students will be able to identify and discuss the similarities between large and small businesses in terms of management and control.

4	Identify and discuss the similarities between large and small businesses with the following topics with 80 to 100% accuracy. <ul style="list-style-type: none">a. The internal structure of a businessb. Types and functions of managementc. The different operations required in managing small and large organizations.d. The division of labore. Delegation of authority
3	Complete all tasks with 70%-79% accuracy
2	Complete all tasks with 65%-69% accuracy.
1	Complete all tasks with 64% or below accuracy.

CLO 3: Students will be able to explain the various aspects of business operations and concepts appropriate at the introductory level.

4	Explain the various aspects of business operations and concepts appropriate at the introductory level with 80 to 100% accuracy: <ul style="list-style-type: none">a. Consumer market.b. Marketing distribution system and promotion.c. Accounting Processesd. Human Resource Management and Planninge. Business Finance Management
3	Complete all tasks with 70%-79% accuracy
2	Complete all tasks with 65%-69% accuracy.
1	Complete all tasks with 64% or below accuracy.

CLO 4: Students will be able to identify global factors influencing business.

4	Discuss the following topics with 80 to 100% accuracy: <ul style="list-style-type: none">a. Impacts of global environment on operating a businessb. Environmental responsibilityc. Business ethicsd. International business
3	Complete all tasks with 70%-79% accuracy
2	Complete all tasks with 65%-69% accuracy.
1	Complete all tasks with 64% or below accuracy.