

I. COURSE INFORMATION

- A. Business 120 Introduction to Business
- B. 3 credit hours
- C. Gitman, McDaniel, Shah, Reece, Koffel, Talsma, and Hyatt. *Introduction to Business by OpenStax*. 1st ed. Texas: OpenStax, 2018
- D. Prerequisites: None
- E. KRSN: BUS 1020 Introduction to Business

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.

II. COURSE DESCRIPTION

Introduction to Business is a general business course open to all students. It includes a brief history of business, social responsibilities of business, economic environment, organization, management, marketing, finance, unions, and government regulations. Emphasis is placed on the changing social/economic environment.

III. LEARNING OUTCOMES

- A. Identify and define Accounting and Finance from academic and professional perspectives
- B. Identify and define Marketing from academic and professional perspectives
- C. Identify and define Management and Leadership from academic and professional perspectives
- D. Identify and define Information Systems from academic and professional perspectives
- E. Identify and define Entrepreneurship from academic and professional perspectives
- F. Identify and define Economics from academic and professional perspectives
- G. Identify and define International Business from academic and professional perspectives
- H. Identify and define Supply Chain/Operations Management from academic and professional perspectives
- I. Identify the role of ethics and social responsibility in business

IV. MAJOR CONTENT AREAS

- A. Business trends & ownership
- B. Business management
- C. Management of human resources
- D. Marketing
- E. Managing financial resources

V. ASSIGNMENTS (may include but are not limited to)

- A. Current event journals
- B. Critical thinking assignments
- C. Video case assignments
- D. Internet assignments

VI. EVALUATION METHODS (may include but are not limited to)

- A. Quizzes
- B. Unit exams
- C. Assignments
- D. Comprehensive final exam