

## **BUSA-1110 INTRODUCTION TO BUSINESS 3 CREDITS**

### **SYLLABUS**

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#### **CATALOG DESCRIPTION**

Fundamental concepts and terminology of business including areas such as management, marketing, accounting, economics, personnel, and finance; and the global environment in which they operate.

Prerequisites: RDNG-095 and ENGL-095

Semester Offered: Spring

#### ***COMMON STUDENT LEARNING OUTCOMES***

*Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...*

##### **BROAD AND SPECIALIZED LEARNING**

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

##### **CRITICAL THINKING**

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

##### **CULTURAL AND CIVIC ENGAGEMENT**

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

##### **EFFECTIVE COMMUNICATION**

Students will exchange ideas and information with clarity in multiple contexts.

##### **INFORMATION LITERACY**

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

##### **INTEGRATING TECHNOLOGIES**

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

#### **COURSE LEARNING OUTCOMES**

*Upon successful completion of the course, the student will be able to...*

1. Explain how business and entrepreneurship affect the quality of life and the world around us.
2. Explain the characteristics of the different forms of business ownership (corporation, partnership, sole proprietorship).
3. Perform basic stakeholder analysis concerning accountability, ethics and social responsibility of business.

4. Demonstrate knowledge of the various dimensions of the business environment including; political and legal, socio-cultural, environmental issues, diversity, economic, technological, and global.
5. Describe the purpose and functions finance, operations, marketing, management, accounting and information systems.
6. Demonstrate basic skills such as use of common business terminology, information search skills, presentation skills, writing skills and team skills.
7. Explain how current trends and concepts affect business organizations.
8. Demonstrate knowledge in marketing activities as they relate to business and consumer.
9. Describe human resource management and explain how managers plan for the organization's human resource needs.
10. Explain the importance of accounting information and measurement systems in today's business.