

OUTCOMES BASED LEARNING MATRIX

Course: BUSN110 Introduction to Business

Department: Business Administration

This course surveys business organizations as they operate within our free-enterprise system. Explores the functional areas of accounting, finance, production, and marketing from a management perspective with an emphasis on problem solving.

Prerequisites: ENGL092 Preparing for College Reading II and ENGL099 Introductory Writing; waiver by placement testing results; or departmental approval.

Core Competencies that apply to the outcomes activities and assessment tools: Written Communication (WC), Quantitative Literacy (QL), Oral Communication (OC), Information Literacy (IL), Critical and Creative Thinking (CCT), Civic Engagement (CE), Integrative Learning (IG), Global Learning (GL).

COURSE OUTCOMES	OUTCOMES ACTIVITIES	ASSESSMENT TOOLS

1. Describe the different types of economic systems, and explain how supply and demand determine the pricing of goods and services in a capitalist economy.

- Explore the factors of production through discussion, a video case and an in-class exercise. (OC, CCT, IG)
- Understand the various types of economic systems through lecture and discussion. (OC, CCT, IG)
- Analyze how supply and demand determines the pricing of goods and services through discussion and an in-class exercise. (OC, CCT, IG)

- In-class exercise (WC, CCT, IG)
- Quiz (WC, CCT, IG)
- Class participation (OC, CCT, IG)

<p>2. Explain how businesses encourage ethical and socially responsible behavior within their organizations in order to achieve their goals.</p>	<ul style="list-style-type: none"> • Through discussion and a case study, evaluate the importance of organizations acting both ethically and responsibly in order to achieve their goals. (OC, CCT, IG, GL) • Explore the factors that influence ethical behavior through lecture and discussion. (OC, CCT, IG) • Examine and evaluate typical on-the-job ethical dilemmas through discussion and an in-class exercise. (OC, CCT, IG) • Learn how businesses encourage ethical behavior through lecture and discussion. (OC, CCT, IG) • Through discussion, a case study, and an in-class exercise, understand how to manage stakeholder relationships to mutually benefit both the organization and its stakeholders. (OC, CCT, IG, GL) 	<ul style="list-style-type: none"> • In-class exercise (WC, CCT, IG, GL) • Quiz (WC, CCT, IG, GL) • Class participation (OC, CCT, IG, GL)
<p>3. Evaluate the benefits of free trade, and explain how companies overcome the economic, sociocultural, technological, political, legal, and ethical challenges of conducting business internationally.</p>	<ul style="list-style-type: none"> • Debate the pros and cons of free trade through discussion and an in-class exercise. (OC, CCT, IG, GL) • Understand the theory of comparative advantage through lecture and discussion. (OC, CCT, IG, GL) • Explore international business challenges (economic, legal and political, sociocultural, technological, and ethical) through discussion, case studies, and an in-class exercise. (OC, CCT, IG, GL) • Examine international business strategies (global and multi-domestic) through a discussion and a case study. (OC, CCT, IG, GL) • Evaluate various foreign market entry modes through discussion, a case study, and an in-class exercise. (OC, CCT, IG, GL) 	<ul style="list-style-type: none"> • In-class exercise (WC, CCT, IG, GL) • Written assignment (WC, IL, CCT, IG, GL) • Quiz (WC, CCT, IG, GL) • Class participation (OC, CCT, IG, GL)

<p>4. Identify potential sources of entrepreneurial ideas, and evaluate the various pathways to starting a successful small business.</p>	<ul style="list-style-type: none"> • Examine why small businesses fail through discussion and a case study. (OC, CCT, IG) • Explore sources of business ideas through lecture and discussion. (OC, CCT, IG) • Develop an abbreviated business plan in an in-class exercise. (OC, CCT, IG) • Evaluate the advantages and disadvantages of franchising and buying an existing business through lecture and discussion. (OC, CCT, IG) • Explore the sources of small business financing through discussion and an in-class exercise. (OC, CCT, IG) 	<ul style="list-style-type: none"> • In-class exercise (WC, CCT, IG) • Quiz (WC, CCT, IG) • Class participation (OC, CCT, IG)
<p>5. Describe how managers employ planning, organizing, leading, and controlling to integrate resources and achieve organizational goals.</p>	<ul style="list-style-type: none"> • Explore management functions and skills through discussion and in-class exercises. (OC, CCT, IG) • Compare, contrast, and evaluate various theories of motivation and explore their management implications through an oral presentation and a case study. (OC, CCT, IG) • Compare, contrast, and evaluate various leadership styles through discussion and a role-play. (OC, CCT, IG) • Through discussion and case studies, learn how organizational culture influences employee behavior and understand how culture is created and maintained. (OC, CCT, IG) 	<ul style="list-style-type: none"> • In-class exercise (WC, CCT, IG) • Written assignment (WC, IL, CCT, IG) • Quiz (WC, CCT, IG) • Class participation (OC, CCT, IG)

<p>6. Explain how businesses attract, develop, and retain qualified employees to perform the activities necessary to accomplish organizational objectives.</p>	<ul style="list-style-type: none"> • Understand the employee recruitment and selection process through discussion and an in-class exercise. (OC, CCT, IG) • In an in-class exercise, explore how businesses are responding to changing employee needs through flexible work arrangements. (OC, CCT, IG) • Evaluate the continued relevance of labor unions through an in-class exercise. (OC, CCT, IG) 	<ul style="list-style-type: none"> • In-class exercise (WC, CCT, IG) • Quiz (WC, CCT, IG) • Class participation (OC, CCT, IG)
<p>7. Describe how businesses produce and distribute goods and services efficiently in order to remain profitable and competitive.</p>	<ul style="list-style-type: none"> • Understand how businesses choose a facility location through an in-class exercise. (OC, CCT, IG) • Examine the pros and cons of outsourcing through a case study and an in-class exercise. (OC, CCT, IG) • Explore the challenges of supply chain management through a simulation. (QL, OC, CCT, IG) • Learn how businesses establish inventory levels through discussion and an in-class exercise. (QL, OC, CCT, IG) • Understand how businesses manage and control quality through discussion and an in-class exercise. (OC, CCT, IG) 	<ul style="list-style-type: none"> • In-class exercise (QL, WC, CCT, IG) • Quiz (QL, WC, CCT, IG) • Class participation (QL, OC, CCT, IG)

<p>8. Summarize how firms develop marketing strategies to create value for customers.</p>	<ul style="list-style-type: none"> • Understand the concept of value through discussion and a case study. (OC, CCT, IG) • Examine the benefits of long-term customer relationships through lecture and discussion. (OC, CCT, IG) • Through discussion and an in-class exercise, explore how businesses develop marketing strategies to satisfy the needs of customers. (OC, CCT, IG) • Through discussion, an in-class exercise, and a case study, learn how businesses use market research to support marketing decision-making. (OC, CCT, IG) • Through discussion, an in-class exercise, and a case study, explore how businesses use market segmentation to identify their target market(s). (OC, CCT, IG) • Through discussion and an in-class exercise, understand why businesses study consumer behavior to improve the effectiveness of their marketing strategy. (OC, CCT, IG) 	<ul style="list-style-type: none"> • In-class exercise (WC, CCT, IG) • Written assignment (WC, IL, CCT, IG) • Quiz (WC, CCT, IG) • Class participation (OC, CCT, IG)
<p>9. Interpret basic financial statements in order to assess the financial position of a business.</p>	<ul style="list-style-type: none"> • Explore the information presented on income statement, balance sheet, and cash flow statement through discussion and an in-class exercise. (QL, OC, CCT, IG) 	<ul style="list-style-type: none"> • In-class exercise (WC, QL, CCT, IG) • Quiz (WC, QL, CCT, IG) • Class participation (OC, QL, CCT, IG)
<p>10. Identify appropriate sources of funds for financing short- and long-term business needs.</p>	<ul style="list-style-type: none"> • Identify appropriate sources of funds for financing short- and long-term business needs through discussion and an in-class exercise. (QL, OC, CCT, IG) • Compare and contrast debt and financing through lecture and discussion. (QL, OC, CCT, IG) 	<ul style="list-style-type: none"> • In-class exercise (WC, QL, CCT, IG) • Quiz (WC, QL, CCT, IG) • Class participation (OC, QL, CCT, IG)

<p>11. Explain how the government uses both monetary policy and fiscal policy to influence economic growth.</p>	<ul style="list-style-type: none"> • Understand how the fractional reserve system works through discussion and an in-class demonstration. (QL, OC, CCT, IG) • Through discussion, an in-class exercise, and a simulation, explore how the Federal Reserve uses monetary policy to influence the money supply. (QL, OC, CCT, IG) 	<ul style="list-style-type: none"> • In-class exercise (WC, QL, CCT, IG) • Quiz (WC, QL, CCT, IG) • Class participation (OC, QL, CCT, IG)
<p>12. Describe how investing in stocks, bonds, and other securities can help you achieve your short- and long-term financial goals.</p>	<ul style="list-style-type: none"> • Compare and contrast stocks and bonds through lecture and discussion. (QL, OC, CCT, IG) • Compare and contrast the primary and secondary securities markets through discussion and a video. (QL, OC, CCT, IG) • Explore how to make money in stocks through lecture and discussion. (QL, OC, CCT, IG) • Assess the risks and rewards of investing through discussion and an in-class exercise. (QL, OC, CCT, IG) • Learn how to minimize investment risk through discussion and an in-class exercise. (QL, OC, CCT, IG) 	<ul style="list-style-type: none"> • In-class exercise (WC, QL, CCT, IG) • Quiz (WC, QL, CCT, IG) • Class participation (OC, QL, CCT, IG)