

Dual Credit College Introduction to Business Course

Course Title: College Introduction to Business

Course Description: This college-level course provides a survey of the structure and functions of business. Included in the course is an overview of business organization, economics, management, marketing, and finance. This course is available for dual credit at a postsecondary school for an additional fee.

Source		Comments
FIN CORE 12.4.0	Understand the economic principles and concepts fundamental to business operations.	
FIN CORE 12.4.2	<i>Understand the nature of business to show its contributions to society.</i>	
	<ul style="list-style-type: none"> • Explain the role of business in society (CS) • Describe types of business activities (CS) 	
FIN CORE 12.4.3	<i>Understand economic systems to be able to recognize the environments in which businesses function.</i>	
	<ul style="list-style-type: none"> • Explain types of economic systems (CS) 	
NECC BusAd1050	<ul style="list-style-type: none"> • Compare and contrast the prevalent economic systems • Determine factors affecting business risk (CS) 	
FIN CORE 12.4.4	<i>Acquire knowledge of the impact of government on business activities to make informed economic decisions.</i>	
	<ul style="list-style-type: none"> • Determine relationship between government and business (CS) • Discuss the nature of taxes (SP) • Discuss the nature of monetary policy (MN) 	
FIN CORE 12.4.6	<i>Understand economic indicators to recognize economic trends and conditions.</i>	
	<ul style="list-style-type: none"> • Describe the economic impact of inflation on business (SP) • Determine the impact of business cycles on business activities (SP) 	
FIN CORE 12.4.7	<i>Determine global trade's impact on business decision-making.</i>	
	<ul style="list-style-type: none"> • Explain the nature of global trade (SP) • Describe the determinants of exchange rates and their effects on the domestic economy (SP) • Discuss the impact of cultural and social environments on global trade (SP) 	
BMM CORE 12.10.0	Understand the tools, techniques and systems that businesses use to create, communicate, and deliver value to customers and to manage customer relationships in ways that benefit the organization and its stakeholders.	
BMM CORE 12.10.1	<i>Understand marketing's role and function in business to facilitate economic exchanges with customers.</i>	

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	<ul style="list-style-type: none"> • Explain marketing and its importance in a global economy (CS) 	
	<ul style="list-style-type: none"> • Describe marketing functions and related activities (CS) 	
MKT CORE 12.7.0	Understand the concepts and actions needed to determine client needs and wants to respond through planned, personalized communication that influences purchase decisions and enhances future business opportunities.	
MKT MC 12.7.1	<i>Understand the relationship between marketing and marketing communications to show command of their nature and scope.</i>	
	<ul style="list-style-type: none"> • Explain the nature and scope of the selling function (CS) 	
MKT CORE 12.7.3	<i>Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales.</i>	
	<ul style="list-style-type: none"> • Explain the selling process (CS) 	
	<ul style="list-style-type: none"> • Discuss motivational theories that impact buying behavior (CS) 	
MKT CORE 12.6.0	Understand the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome.	
MKT CORE 12.6.2	<i>Understand promotional channels used to communicate with targeted audiences.</i>	
	<ul style="list-style-type: none"> • Explain the types of advertising media (SP) 	
MKT CORE 12.1.0	Understand the concepts and processes needed to identify, select, monitor, and evaluate sales channels.	
MKT CORE 12.1.1	<i>Acquire foundational knowledge of channel management to understand its role in marketing.</i>	
	<ul style="list-style-type: none"> • Explain the relationship between customer service and channel management (CS) 	
	<ul style="list-style-type: none"> • Explain the nature of the channels of distribution (CS) 	
MKT CORE 12.1.2	<i>Manage channel activities to minimize costs and to determine distribution strategies.</i>	
	<ul style="list-style-type: none"> • Explain the nature of channel member relationships (SP) 	
MKT CORE 12.4.0	Understand concepts and strategies utilized in determining and adjusting prices to maximize return and meet customers' perceptions of value.	
MKT CORE 12.4.1	<i>Develop foundational knowledge of pricing to understand its role in marketing.</i>	
	<ul style="list-style-type: none"> • Explain the nature and scope of the pricing function (SP) 	
	<ul style="list-style-type: none"> • Explain the factors affecting pricing decisions (SP) 	
BMM CORE 12.11.0	Understand the processes and systems implemented to monitor, plan, and control the day-to-day activities required for continued business functioning.	
BMM CORE 12.11.8	<i>Understand production's role and function in business to recognize its need in an organization.</i>	
	<ul style="list-style-type: none"> • Explain the concept of production (CS) 	

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	<ul style="list-style-type: none"> Describe production activities (CS) 	
FIN CORE 12.7.0	Understand tools, strategies, and systems used to maintain, monitor, control, and plan the use of financial resources.	
FIN CORE 12.7.11	<i>Manage financial resources to ensure solvency.</i>	
	<ul style="list-style-type: none"> Describe the nature of budgets (SP) 	
	<ul style="list-style-type: none"> Interpret financial statements (MN) 	
	<ul style="list-style-type: none"> Describe types of financial statement analysis (e.g. ratio analysis, trend analysis, etc.) (MN) 	
FIN SI 12.2.2	Select investments to generate revenue for clients.	
	Calculate bond-related values (e.g. the price of a bond given its yield to maturity, the coupon interest payment for a bond, the effects of interest rates on the price of a bond, etc.) (SP)	
FIN CORE 12.7.14	<i>Utilize sources of securities information to make informed financial decisions.</i>	
	<ul style="list-style-type: none"> Describe source of securities information (CS) 	
	<ul style="list-style-type: none"> Read/interpret securities table (SP) 	
FIN CORE 12.7.15	<i>Use debt and equity capital to raise funds for business growth.</i>	
	<ul style="list-style-type: none"> Describe the financial needs of a business at different stages of its development (MN) 	
	<ul style="list-style-type: none"> Discuss factors to consider in choosing between debt and equity capital (MN) 	
FIN CORE 12.7.5	<i>Use investment strategies to ensure financial well-being.</i>	
	<ul style="list-style-type: none"> Explain types of investments (SP) 	
FIN CORE 12.9.0	Understand tools, strategies, and systems needed to access, process, maintain, evaluate, and disseminate information to assist business decision-making.	
FIN CORE 12.9.3	<i>Utilize information-technology tools to manage and perform work responsibilities.</i>	
	<ul style="list-style-type: none"> Identify ways that technology impacts business (PQ) 	
	<ul style="list-style-type: none"> Explain the role of information systems (PQ) 	
FIN CORE 12.9.4	<i>Acquire information to guide business decision-making.</i>	
	<ul style="list-style-type: none"> Describe current business trends (SP) 	
	<ul style="list-style-type: none"> Interpret statistical findings (SP) 	
FIN BANK 12.6.0	Understand concepts, tools, and strategies used to explore, obtain, and develop in a banking services career.	
FIN BANK 12.6.1	<i>Acquire knowledge of the banking industry to understand the environment in which its services are offered.</i>	

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	<ul style="list-style-type: none"> • Explain the evolution of commercial banking (SP) 	
	<ul style="list-style-type: none"> • Discuss the fiduciary role of banks (MN) 	
	<ul style="list-style-type: none"> • Describe bank policies that pertain to fiduciary activities (MN) 	
FIN CORE 12.4.0	Understand the economic principles and concepts fundamental to business operations.	
FIN CORE 12.4.4	<i>Acquire knowledge of the impact of government on business activities to make informed economic decisions.</i>	
	<ul style="list-style-type: none"> • Discuss the nature of monetary policy (MN) 	
	<ul style="list-style-type: none"> • Explain the role of the federal reserve system (MN) 	
	<ul style="list-style-type: none"> • Explain the concept of fiscal policies (MN) 	
	<ul style="list-style-type: none"> • Describe the effects of fiscal and monetary policies (MN) 	
FIN SI 12.4.0	Understand concepts, tools, and strategies used to explore, obtain, and develop in a securities and investments career.	
FIN SI 12.4.3	<i>Acquire knowledge of the securities and investments industry to understand the environment in which its services are offered.</i>	
	<ul style="list-style-type: none"> • Describe the types of securities and investment firms (SP) 	
	<ul style="list-style-type: none"> • Describe how securities are traded (SP) 	
	Describe the structure and process of managing a business organization.	
	<i>Understanding the Management Process.</i>	
	<ul style="list-style-type: none"> • Explain the concept of management and the four management functions 	
	<ul style="list-style-type: none"> • Outline and discuss the logical steps in planning 	
	<ul style="list-style-type: none"> • Explain the purpose and process of control and its relation to planning 	
	<ul style="list-style-type: none"> • List and describe the steps in the organizing process 	
	<ul style="list-style-type: none"> • Define and differentiate the formal and informal organization and list at least two characteristics of each 	
	<ul style="list-style-type: none"> • Analyze three leadership styles, and explain why no one style is best 	
	<i>Understanding the Human Resource Management Process.</i>	
	<ul style="list-style-type: none"> • Explain the impact of equal employment opportunity and affirmative action on human resource management 	
	<ul style="list-style-type: none"> • Outline the recruitment-selection process, and describe each step 	
	<ul style="list-style-type: none"> • List the five steps in Maslow's hierarchy of needs and explain the significance of each for worker motivation 	
	<ul style="list-style-type: none"> • Explain Herzberg's Two-Factor theory, and list three motivators and three hygiene factors 	

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	<ul style="list-style-type: none"> Explain the importance of and the manager's role in developing a positive work environment 	
	<i>Understanding the Labor Management Process.</i>	
	<ul style="list-style-type: none"> Identify the basic principles of unions and the primary objective unions have for their members 	
	<ul style="list-style-type: none"> Summarize the major legislation affecting labor-management relations and collective bargaining 	
	<ul style="list-style-type: none"> Identify past, current and predicted trends and direction of the labor movement 	
NBEA, pg. 102	Understand the interrelatedness of the social, cultural, and economic factors that shape and impact the global business environment.	
	<i>Describe how social, cultural and economic factors impact international business.</i>	
NBEA pg. 102 Level 3	<ul style="list-style-type: none"> <i>Discuss current world events that impact international business</i> 	
NBEA pg. 102 Level 4	<ul style="list-style-type: none"> <i>Analyze how the social, cultural, and educational environments of a given country might impact a company beginning to do business in that country</i> 	
NBEA Pg. 102 Level 4	<ul style="list-style-type: none"> <i>Analyze the impact of regional and world events on international business</i> 	
NE Essential Learning 12.7	Understand the importance of business ethics.	
NBEA pg 106 Level 3	Describe the factors that define what is considered ethical and socially responsible business behavior in a global business environment.	
	<ul style="list-style-type: none"> Identify current and emerging ethical issues in the global business environment 	
	<ul style="list-style-type: none"> Describe potential consequences of unethical business dealings in various international settings 	

Methods of Assessment

Course grades, at the determination of the instructor, will be based on class and group participation, daily work, exams, projects, papers and/or a portfolio. Methods of assessment may include partial or mini business plans, role plays, case studies, tests, and current event analysis.