

BSAD B20 Introduction to Business

Student Learning Outcomes	Measure	PLO	ILO	GE
<p>1. Identify the roles of GOVERNMENT in the organization, reporting, and operating businesses in the US.</p> <ul style="list-style-type: none"> • Cite the various ways the U.S. government affects, restricts, and protects business. • Compare and contrast the advantages/disadvantages in each form of business ownership. • Define business ethics and explain the role of social responsibility in an organization. • Compare and contrast the primary economic systems. • Identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets. • Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system. • Summarize the components of risk management and basic insurance concepts. 	<ul style="list-style-type: none"> • Exam questions • Short Answer or Essay 	<p align="center">1-1 1-3</p>	<p align="center">I II III</p>	<p align="center">N/A</p>
<p>2. Identify and explain the role of MANAGEMENT in Business</p> <ul style="list-style-type: none"> • Define and describe the key management functions of planning organizing, leading, and controlling. • Identify current production & operations processes. Address sustainability. • Identify key human resource management functions and laws. 	<ul style="list-style-type: none"> • Exam questions • Short Answer or Essay 	<p align="center">1-5</p>	<p align="center">I II III</p>	<p align="center">N/A</p>
<p>3. Identify and explain the role of MARKETING in Business</p> <ul style="list-style-type: none"> • Identify the marketing mix and key tools, terms and strategies related to each element. 	<ul style="list-style-type: none"> • Exam questions • Short Answer or Essay 	<p align="center">1-4 1-5 3-3 5-3</p>	<p align="center">I II III</p>	<p align="center">N/A</p>

<ul style="list-style-type: none"> Describe and identify how technology impacts all the primary functions of business. 				
<p>4. Identify and explain the role of ACCOUNTING in Business</p> <ul style="list-style-type: none"> Evaluate the basic components of financial statements and ratio analysis. Explain the importance of finance to the operations of business; the various types of financing; and the process of internal and external financing and controls. Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information. 	<ul style="list-style-type: none"> Exam questions Short Answer or Essay Analyze Financial Statements 	1-1 1-2 2-1 2-2 2-3 2-4 4-1 4-2 4-3 4-4 6-1 6-2	I II III	N/A

PL PLOs:

Associate in Science in Business Administration for Transfer - PLOs
1-1. Analyze a business scenario and use numerical, graphical, symbolic, and verbal representations to effectively solve problems and communicate those solutions.
1-2. Analyze a business scenario and correctly prepare financial statements to effectively convey financial information for management decision-making.
1-3. Analyze a business scenario using the tools of economic theory to communicate economic effects on business decision making.
1-4. Analyze a business scenario and appropriately apply computer information systems and business concepts to designing and managing business documents.
1-5. Analyze a business scenario and effectively explain the social, political and ethical implications of the law to actual and hypothetical business transactions.

BC Accounting Major AA - PLOs

2-1. Analyze and record financial transactions in a manual or computerized general ledger system.
2-2. Prepare financial statements; analyze and prepare financial information for management decision-making.
2-3. Utilize current income tax resources to prepare personal income tax returns.
2-4. Communicate financial information effectively within a business environment.
2-5. Process payroll transactions in accordance with current payroll reporting requirements.

BC Administrative Office Assistant AA - PLOs

3-1. Demonstrate minimum acceptable skill levels in ten-key, keyboarding, and document processing

3-2. Demonstrate minimum filing competencies

3-3. Interact effectively in oral and written communication

3-4. Participate in office related work experience to achieve the following desirable job qualities: • Function as a team member • Demonstrate interpersonal skills on the job • Manage multi-tasks efficiently • Model professional and ethical behaviors • Identify soft skills such as being on time

BC Bookkeeping COA - PLOs

4-1. Analyze and record financial transactions in a manual or computerized general ledger system.

4-2. Prepare financial statements; analyze and prepare financial information for management decision-making.

4-3. Utilize current income tax resources to prepare personal income tax returns.

4-4. Communicate financial information effectively within a business environment.

4-5. Process payroll transactions in accordance with current payroll reporting requirements.

BC Office Assistant COA - PLOs

5-1. Demonstrate minimum acceptable skill levels in ten-key, keyboarding, and document processing.

5-2. Demonstrate minimum filing competencies

5-3. Interact effectively in oral and written communication.

5-4. Participate in office related work experience to achieve the following desirable job qualities: • Function as a team member • Demonstrate interpersonal skills on the job • Manage multi-tasks efficiently • Model professional and ethical behaviors • Identify soft skills such as being on time

BC General Business JSC - PLOs

6-1. Communicate financial information effectively within a business environment.

6-2. Analyze and record financial transactions in a manual or computerized general ledger system.

6-3. Participate in office related work experience to achieve the following desirable job qualities: • Function as a team member • Demonstrate interpersonal skills on the job • Manage multi-tasks efficiently • Model professional and ethical behaviors • Identify soft skills such as being on time

ILOs:

- I. Think critically and evaluate sources and information for validity and usefulness.**
- II. Communicate effectively in both written and oral forms.**

- III. Demonstrate competency in a field of knowledge or with job-related skills.**
- IV. Engage productively in all levels of society – interpersonal, community, the state and nation, and the world.**

GELOs:

N/A