Master Syllabus

MAN 1107 - Foundations of Business

Division: Business and Public Services

Department: Management

Credit Hour Total: 3.0   **Lecture Hrs:** 3.0

Date Revised: October 2012

Course Description:

The American business system and basic principles of the free market system. Includes introduction of business concepts, entrepreneurship, management, marketing, economics, accounting and other important business principles.

General Education Outcomes:

- Oral Communication
- Written Communication
- Critical Thinking/Problem Solving
- Values/Citizenship/Community
- Computer Literacy
- Information Literacy

Course Outcomes:

The Framework & Principles of Business
Describe the framework and principles of business.

  Assessment Method: Locally developed exams
  Performance Criteria: Achieve a minimum grade of 70%.

  Assessment Method: Simulations
  Performance Criteria: Achieve a 70% minimum level of learning based upon departmental rubrics.

Principles of Leadership & Management
Describe the principles of leadership and management.

  Assessment Method: Locally developed exams
  Performance Criteria: Achieve a minimum grade of 70%.

  Assessment Method: Simulations
  Performance Criteria: Achieve a 70% minimum level of learning based upon departmental rubrics.

Business Terminology
Use of business terminology in coursework.

  Assessment Method: Locally developed exams
  Performance Criteria: Achieve a minimum grade of 70%.

  Assessment Method: Simulations
  Performance Criteria: Achieve a 70% minimum level of learning based upon departmental rubrics.

Research Careers
Research business careers.

  Assessment Method: Locally developed exams
  Performance Criteria: Achieve a minimum grade of 70%.

  Assessment Method: Simulations
  Performance Criteria: Achieve a 70% minimum level of learning based upon departmental rubrics.

Outline:

The Business Environment
Competing in the Global Economy
Entrepreneurship
Forms of Business Ownership
Organizational Structures & Departments
Operations Management
Leadership and Management