SYLLABUS
INTRODUCTION TO
BUSINESS ADMINISTRATION
BSAD-1050

2010

WESTERN NEBRASKA COMMUNITY COLLEGE
DIVISION OF BUSINESS
OFFICE/INFORMATION TECHNOLOGY
I. CATALOG DESCRIPTION:

BSAD-1050
Introduction to Business Administration
Prerequisite:  None

This basic business course includes an introductory discussion in the following areas: the economic setting of business, the structure of business, business financing, management, ethical and social responsibilities of business, marketing and physical distribution of goods and services. The areas discussed in this course serve as the basic foundations for more specialized courses in business. Also offered online.

(3/45/0/0/0/3)

II. INSTRUCTIONAL MATERIALS:

A. Text


III. COURSE OBJECTIVES/COMPETENCIES:

A. Provide information about various economic systems [GE Goal: 1]

B. List the basic structure, process and function of management in a business organization, compare and contrast leadership styles, and list the functions of traditional line and staff subdivisions [GE Goal: 1]

C. Discuss fundamental elements of marketing goods and/or services in our economic system, international economics systems, and e-commerce [GE Goal: 1]

D. Define the role and scope of management within an organization

E. Analyze the concept of financial management of resources of a business

F. Define and explain the terms and concepts associated with business and the business environment

G. Explain the functions of a mixed capitalist economy and describe the role of business in such an economy
IV. COURSE OUTLINE:

A. Motives and Functions of a Business
B. Ethics and Social Responsibility of Business
C. Assessing Economic and Global Conditions
D. Selection of Business Ownership
E. Entrepreneurship and Business Planning
F. Managing Effectively
G. Organizational Structure
H. Improving Productivity and Quality
I. Motivating, Hiring, Training, and Evaluating Employees
J. Creating, Pricing, Promoting, and Distributing Products
K. Accounting and Financial Analysis
L. Business Financing

V. METHOD OF PRESENTATION:
SUGGESTED METHODS OF PRESENTATION/INSTRUCTION (can vary per instructor)

A. Lecture
B. Video presentations
C. Student reports
D. Group activities
E. Guest speakers
F. Class discussions
G. PowerPoint presentations
H. Field trips
I. Internet activities

VI. METHODS OF EVALUATION:
A. Hour Exams & Comprehensive Final Exam
B. Quizzes
C. Assignments & Projects
D. Case Problems
E. The student will receive the instructor’s course outline on the first day of class. The course outline will include the following:
   1. Chapter assignments
   2. Approximate dates of hour exams
   3. Specific course requirements and percentages for computation of final grade
   4. Attendance Policy

VII. ACADEMIC INTEGRITY:
Academic integrity forms a fundamental bond of trust between colleagues, peers, teachers, and students, and it underlies all genuine learning. At WNCC, there is no tolerance for plagiarism or academic dishonesty in any form, including unacknowledged "borrowing" of proprietary material, copying answers or papers, or passing off someone else’s work as one’s own.

A breach of ethics or act of dishonesty can result in:
- failure of a paper or exam within a course
- failure of an entire course (blatant plagiarism, cheating on a test or quiz)
- academic suspension or expulsion from the college
VIII. EQUAL ACCESS:

Western Nebraska Community College is committed to providing equal access to educational opportunities. If you believe that you qualify under the Americans with Disabilities Act (ADA), please contact the Director of Counseling (308-635-6090) as soon as possible to begin a process of documentation review and determination for appropriate accommodation or adaptive strategies.