

COURSE OUTCOME MATRIX

COURSE SYLLABUS

PART 2 of 3

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| Course Number and Title | BU 100 – INTRODUCTION TO BUSINESS |
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| Credit Hours | 3 |
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| Course Description | This course surveys the field of business, emphasizing the functions and structure of private business enterprise and the roles of management, accounting, finance and marketing in the enterprise. Duplicate credit for BU 101 is not permitted. |
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| Prerequisite(s) and/or Corequisite(s) | |
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Required Textbooks/References/Course Materials:

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|------------------------------------|------|------------------|-------------|------------|
| Understanding Business - Text Only | 12th | Mickels, William | Mcgraw-Hill | 1259929434 |
|------------------------------------|------|------------------|-------------|------------|

| | General Education Outcomes |
|---|---|
| 1 | Utilize written and verbal language to discuss and comprehend information, incorporating a variety of technologies, such as text, data, and images (written language, verbal language, and information technology). |
| 2 | Identify and interpret relevant information in order to formulate an opinion or conclusion (critical thinking). |
| 3 | Demonstrate and communicate computational methods and mathematical reasoning in a variety of formats (using words, tables, graphs, mathematical equations, etc., as appropriate) (quantitative literacy and fluency). |
| 4 | Communicate in appropriate ways with those who are culturally diverse (intercultural competence). |

| | Program Outcomes |
|---|---|
| 1 | Students will apply critical-thinking, problem-solving, and decision-making skills required to function effectively in a business environment. |
| 2 | Students will demonstrate the ability to communicate effectively in diverse business situations. |
| 3 | Students will demonstrate an understanding of globalization and the impact of cultural, economic, regulatory, and social environments on businesses and organizations. |
| 4 | Students will apply core business concepts of the functional areas of business (accounting, economics, finance, management, and marketing) in evaluating business issues. |
| 5 | Students will demonstrate the knowledge and application of ethical concepts and behaviors in the workplace. |
| 6 | Students will evaluate, analyze, and interpret information using quantitative methods to make sound business decisions. |

| | Course Outcomes (CO) | Bloom's Domain for CO (C, A, P), Category, and Level | Program Outcome(s) | Written Language | Verbal Language | Information Technology | Critical Thinking | Quantitative Literacy and Fluency | Intercultural Competence |
|---|---|--|--------------------|------------------|-----------------|------------------------|-------------------|-----------------------------------|--------------------------|
| 1 | Describe the influence of economic, technological, competitive, and global environments on business and industry. | C - UNDERSTAND (2) | 1,2,3,4,6 | 1 | 0 | 0 | 1 | 1 | 2 |
| 2 | Compare the various forms of business ownership and discuss why individuals accept the risk of entrepreneurship. | C - UNDERSTAND (2) | 1,2,3,4,6 | 1 | 0 | 0 | 2 | 1 | 1 |
| 3 | Describe the role of ethics and social responsibility in effective business decision-making. | C - UNDERSTAND (2) | 1,2,3,5 | 1 | 0 | 0 | 1 | 0 | 0 |
| 4 | Examine the functions of management in business organizations including organizational structure, human resources, and leadership. | C - ANALYZING (4) | 1,2,4 | 1 | 0 | 0 | 2 | 0 | 0 |
| 5 | Explain the marketing function of business including product development, promotion, pricing, and distribution. | C – EVALUATING (5) | 1,2,4,6 | 1 | 0 | 0 | 2 | 1 | 1 |
| 6 | Describe the function of accounting and financial management in an organization and explain the role money and financial institutions play in maintaining a successful business and economic environment. | C – EVALUATING (5) | 1,2,4,6 | 1 | 0 | 0 | 2 | 2 | 0 |
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Bloom's Domain Legend

C = Cognitive
A = Affective
P = Psychomotor

General Education Outcome Legend

2 = Included and Measurable
1 = Introduced and/or Minimally Addressed and Not Measurable
0 = Not included

Approved: May 2021
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