

**Northwest Arkansas Community College**  
Business and Computer Information Systems Division

**Discipline Code**

MGMT

**Course Number**

1003

**Course Title**

Introduction to Business

**Catalog Description**

(F, S, SU) Introduction to Business is a survey course designed to expose students to the many functions of modern business. This course instructs students how these functions exist in a changing society and the types of decisions which must be made within that environment.

**Prerequisites**

None

**Credit Hours**

3 credit hours

**Contact hours**

45 Lecture/Lab contact hours

**Load hours**

3 load hours

**Semesters Offered**

Fall, Spring, Summer

**ACTS Equivalent**

None

**Grade Mode**

A-F

**Learning Outcomes**

Students completing this course will:

- Analyze the role of business in society, the primary functions within a business, and external forces that affect business activities.
- Distinguish among forms of business ownership.
- Explain the institutions and markets that comprise the financial system and explain how they impact the economy and money supply.

- Explain the importance of business ethics and corporate social responsibility.
- Describe the primary functions, responsibilities, and skills of effective leadership and management.

## **General Education Outcomes Supported**

### **Standard Practices**

#### **Topics list**

- Business environments
- Financial markets and systems
- Role of entrepreneurship in business
- Motivating employees
- Teamwork and communication
- Managing Processes
- Marketing function and marketing mix
- Human resource management
- Accounting and finance

#### **Learning activities**

May include some or all of the following: Tests, quizzes, projects, reports, papers, and/or online homework and/or class participation.

This course requires additional work that may need to be completed out of class or in a virtual or on-campus lab.

#### **Assessments**

Exams, current event reports, homework assignments, quizzes, and essays.

#### **Grading guidelines**

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = 59 & below