



SYLLABUS COLLEGE OF BUSINESS ADMINISTRATION

Course Number Course Name	BA220 INTRODUCTION TO BUSINESS
Credit Value (Breakdown of theory and lab credits)	3 Theory
Catalog Course Description	Provides an integrated overview of American business and its operations. Special attention to current business, marketing, finance, accounting, and the legal environment of business. A small-business plan will be formulated. Prerequisite: ENG 109N. (3, 3T+0S) (NM Common Course Number: BUSA 1113, Business Transfer Module)
Student Learning Outcomes/Objectives /Competencies of the Course	<ol style="list-style-type: none"> 1 Summarize the economic factors that affect the business environment. 2 Define and give relevant examples of business terms. 3 Define business ethics, conflict of interest and apply to a current business situation. 4 Know the forms of business ownership & the advantages & disadvantages of each. 5 Know the management process, functions, and how they affect the organization. 6 Summarize the marketing process including customer relations and input, product cycle, distribution, and promotion. 7 Define and give relevant examples of information technology, accounting, and finance and how each reflects and affects the success of the business. 8 Group project
College-Wide Student Learning Outcomes	<ol style="list-style-type: none"> 1. Communication 2. Critical Thought 3. Information Literacy 4. Cultural Competence <p>Outcome in Bold</p>