BUSINESS PRINCIPLES — SMGT 1081

A. Course Description
   - Credits: 3.00
   - Lecture Hours/Week: 3.00
   - Lab Hours/Week: 0.00
   - OJT Hours/Week: 0
   - Prerequisites: None
   - Corequisites: None
   - MnTC Goals: None

This course is an introduction to the operation and organization of business enterprises and will provide students with a comprehensive and foundational view of business organizations, operations, finance, production, distribution, business law, diversity, and other business concepts and activities. Students will learn how these aspects of business enterprises are essential to our economic system and the global economy. Prerequisite: None.

B. Course Effective Dates: 1/9/06 – Present

C. Outline of Major Content Areas
   As noted on course syllabus

D. Learning Outcomes
   1. describe business ethics and social responsibilities
   2. describe key functions of a business
   3. describe responsibilities of firms to their diverse employees
   4. explain and demonstrate the common methods used to differentiate a product
   5. explain how a firm can compete within its industry
   6. explain how the government influences economic conditions
   7. explain how wholesalers/distributors can serve manufacturers and retailers
   8. explain the direct channel of distribution
   9. identify the factors that influence financial decisions
   10. identify the industry characteristics that influence business performance
   11. identify the key functions of managers
   12. identify the key methods used to improve production efficiency
   13. identify the main factors that affect a product's target market
   14. identify the main phases of a product life cycle
E. **Minnesota Transfer Curriculum Goal Area(s) and Competencies**

F. **Learner Outcomes Assessment**
   As noted on course syllabus

G. **Special Information**
   None noted