



**BAKER COLLEGE**  
**STUDENT LEARNING OUTCOMES**  
**MGT 1010 Introduction to Business**  
**3 Semester Hours**

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**Student Learning Outcomes and Enabling Objectives**

1. Describe the influence of political, economic, socio-cultural, technological, legal and environmental factors on the strategic planning process and daily operations of a business.
  - a. Identify the major types of economic systems and ways to measure economic performance.
  - b. Explain the phases of the business cycle.
  - c. Explore the methods an organization can use to enter international markets.
  - d. Discuss the opportunities and challenges associated with diversity, equity, and inclusion in business.
  - e. Explain the effect of government on business operations.
  - f. Analyze the impact of technology and technological advances on businesses.
  - g. Interpret the dynamics of operating a business in a global market.
  
2. Describe the challenges managers face in setting ethical standards and encouraging corporate social responsibility.
  - a. Differentiate between legal and ethical issues.
  - b. Define business ethics and the factors that influence ethical behavior.
  - c. Explain the importance of organizational culture in facilitating ethical and responsible behavior.
  - d. Identify the types of ethical concerns that arise in business and methods for addressing them.
  - e. Discuss the factors that affect the level of ethical behavior in organizations.
  - f. Identify the steps to be taken in implementing a program of corporate social responsibility.
  
3. Explain what it takes to start, grow, and sustain a business in the U.S.
  - a. Discuss the importance of small business and entrepreneurship to the U.S. economy and summarize the causes of small business failures.
  - b. Discuss the advantages and disadvantages of the basic forms of business organization – proprietorship, partnership, and corporation.

- c. Describe the resources needed and the steps involved in starting a new business.
  - d. Analyze the growth of franchising and its advantages and disadvantages.
4. Contrast management and leadership.
- a. Define management and leadership and distinguish between the two.
  - b. Describe the four basic functions of management – planning, organizing, leading and motivating, and controlling.
  - c. Explain the different types of leadership.
  - d. Identify the skills managers and leaders need to be successful.
  - e. Describe the steps in the management decision-making process.
5. Analyze the choices managers make in structuring organizations and managing operations.
- a. Discuss the elements involved in the planning and design of operating systems and processes.
  - b. Explain the characteristics of each of the main types of business enterprise – merchandising, manufacturing, and service.
  - c. Compare and contrast the basic models of organizational structure.
  - d. Describe how communication occurs in organizations.
6. Examine the functional areas of a business and their interrelationship.
- a. Describe the role of each of the functional areas in strategic and operational planning.
  - b. Discuss the relationship among the functional areas.
  - c. Explain how a company utilizes human resource management to recruit, train, and retain employees and create a supportive work environment.
  - d. Explain the marketing function and describe the concepts and processes involved in designing a customer-focused product strategy, promotion strategy, distribution strategy, and pricing strategy.
  - e. Describe the role of accounting and financial information in decision-making, and the challenges facing managers involved in the financial planning process.
  - f. Discuss the role of information systems in communication and decision-making.
  - g. Explain the important role of supply chain management in today's business environment.
7. Collaborate to develop a business plan for a given company.
- a. Prepare an overview of the company, its mission, and vision.
  - b. Discuss the industry and the environment in which the company operates.
  - c. Describe the company's products and services.

- d. Determine the most appropriate structure for the company and identify key roles, responsibilities, and organizational relationships.
- e. Perform a SWOT analysis.
- f. Prepare an overview of the marketing process.
- g. Create a business operation plan.
- h. Prepare financial charts and projections.

### **Big Ideas**

External factors that impact business  
Ethical challenges and social responsibility  
Start, grow, and keep a business going  
Management vs. Leadership  
Business structure, organizational structure, and business planning  
Functional areas of business  
Business Plan

### **Essential Questions**

1. How do external factors impact the planning and operations of a business?
2. How do you run a business while considering ethical challenges and social responsibility?
3. How do you start, grow, and keep a business going?
4. What are the differences between management and leadership?
5. Why is it important to understand characteristics of business structure, the organizational structure, and the business planning?
6. How are the functional areas of business interrelated?
7. How do you put together a business plan?

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**These SLOs are approved for experiential credit.**

**Effective: Spring 2024**