

## BA 101Z Introduction to Business

The following provides a summary of the 2023 Recommendation Report for the CCN Business Subcommittee. Transfer Council recommends that due to changes in course information under [OAR 715-025-0065 through 0115](#), colleges and universities should ensure students' academic progress is not disrupted. Courses completed before CCN changes should count toward graduation, even if requirements shift. Holding students harmless means honoring their efforts, supporting them through transitions, and keeping learning—not compliance—the central focus. CCN course information should be adopted as written. For more detailed information on what can be added to the course description and course learning outcomes, see the [CCN Revised Framework](#) and for more general information, see CCN Reports & Memos on the [Educator Resources—Common Course Numbering](#) webpage.

### Approved CCN Course Information

**Date Approved:**

December 14, 2023

**Catalog Dates:**

Required to begin appearing in the 2024-25 catalog.

**Review Timeline:**

- First Annual Review: Winter 2027
- First Triennial Review: Winter 2029

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**Course Number and Prefix:**

BA 101Z

**Course Title:**

Introduction to Business

**Course Credits:**

4

**Course Description:**

Presents an integrated view of both established and entrepreneurial businesses by studying their common characteristics and processes in a global context. Introduces theory and develops basic skills in the areas of accounting, finance, management, and marketing, with an emphasis on social responsibility and ethical practices. Explores how businesses can create value for themselves and society by addressing environmental and social challenges.

**Course Learning Outcomes:**

1. Explain the role of business in society.

2. Identify the different forms of business.
3. Describe the importance of entrepreneurship in the economy.
4. Explain the main functional areas of business, including accounting, finance, human resources, management and leadership, and marketing.
5. Explain the importance of ethics and social responsibility in business contexts.
6. Describe how economics and globalization impact business decisions and operations.

**Review Cycle:**

We propose that the annual review cycle of these courses have a twofold purpose:

1. to review the transfer effectiveness of the courses and
2. to gather information about challenges, concerns, or changes needed from the 24 two- and four-year schools in the state.

We propose that this review take place in winter term 2027. Every third year, we recommend a deeper review of the alignment of these courses; this is the only time that the subcommittee will consider a vote to modify the aligned content of the course, using the previous two years of data. The choice in these third-year reviews will be to either affirm our existing alignment decisions or to revise a particular aspect to keep our curriculum based on the data gathered from the previous two years.

We recommend that as many members of the original subcommittee be invited to participate in these discussions. Historical memory and original context will be useful in informing future decisions.