

BA 101Z Introduction to Business

For more detailed information, see CCN Reports & Memos on the [Resources for CCN](#) webpage.

CCN Course/Course Information

Business

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.