

Dakota County Technical College

SMGT 1081: Business Principles

A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: *.*

OJT Hours/Week: *.*

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: 01/09/2006 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

D. LEARNING OUTCOMES (General)

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

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

G. SPECIAL INFORMATION

None noted