
USF Sarasota-Manatee - New Undergraduate Course Proposal Form

1. College/School Contact Information

<u>Tracking Number</u> 112	<u>Date & Time Submitted</u> 2016-01-11 15:28:00.0	
<u>Discipline</u> Business Administration	<u>College/School</u>	<u>Budget Account Number</u> 140500004
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2. Course Information

<u>Prefix</u> GEB	<u>Number</u> 2011	<u>Full Title</u> Introduction to Business	
Is the course title variable?		N	
Is a permit required for registration?		N	
Are the credit hours variable?		N	
<u>Credit Hours</u> 3	<u>Section Type</u> Class Lecture (Primarily)		<u>Grading Option</u> Regular

Abbreviated Title (30 characters maximum)
Introduction to Business

5. Prerequisites

6. Corequisites

7. Co-Prerequisites

8. Course Description

An introductory course on business, is a class designed to help students develop a basic understanding of business principles, processes, practices, and strategies. The course will enable students to use business theories and concepts.

9. **Justification**

(This section is critical since the APC members will make their decision based on the information provided here. The information should be in the following outline form.)

A. Indicate how this course will strengthen the Undergraduate Program. Is this course necessary for accreditation or certification?

The Introduction to Business course will expose all students to core business concepts and terminology which will likely be important to their professional careers regardless of their chosen field of study. The Introduction to Business course will expose all students to core business concepts and terminology which will likely be important to their professional careers regardless of their chosen field of study. There are business aspects to every organization and students in this course will learn the basics needed to understand all of them. This course is not required for accreditation.

B. What specific area of knowledge is covered by this course which is not covered by courses currently listed?

For non-business majors, it would introduce business. It would show how a business operates. For business majors, it would provide an opportunity to explore the various parts of business. It would help in their choice of major.

C. What is the need or demand for this course? (Indicate if this course is part of a required sequence in the major.) What other programs would this course service?

It provides the students with basic background on Business.

D. Has this course been offered as Selected Topics/Experimental Topics course? If yes, what was the enrollment?

Once, 4 students. With inclusion as a core curriculum course, the enrollment should be much higher

E. How frequently will the course be offered? What is the anticipated enrollment?

The course will be offered once per year. The anticipated enrollment is approximately 40 students.

F. Do you plan to drop a course if this course is added? If so, what will be the effect on the program and on the students? (If dropping/deleting a course please complete the nonsubstantive course change form.)

No courses will be discontinued.

G. What qualifications for training and/or experience are necessary to teach this course? (List minimum qualifications for the instructor.)

A Master's degree is required with 18 credit hours in the discipline.

10. Other Course Information

A. Objectives

1. Discuss the factors that affect the level of ethical behavior in organizations and how ethical decision making can be encouraged. 2. Understand our changing concept of organizations as social systems. 3. Develop knowledge of fundamental management concepts, principles, and values. 4. Identify and understand the organization's internal and external environment and the factors, forces, and issues impacting business performance.

B. Learning Outcomes

1. Describe the role of the human resource management systems and practices (selecting, developing, motivating, & retaining people) in an overall business strategy. 2. Describe the primary functions of managers, particularly the importance of leadership in driving organizational values. 3. Apply the concept of business ethics as it applies to real world scenarios. 4. Explain the issues regarding entity structure from a legal, accounting, finance, and management perspective. 5. Explain the broader societal context in which businesses function and the different perspectives on corporate social responsibility.

C. Major Topics

1. Business Ethics 2. Management and leadership styles 3. Leadership styles 4. Marketing basics

D. Examples of Course Textbooks and Course Readings

Introduction to Business, Kelly/Williams, 2014, ISBN 978-1-285-19327-4
Foundations of Business, Pride, Kaour, Hughes, 2013, ISBN 978-1-19394-6

11. Syllabus

Please submit an electronic copy of your syllabus to Rhonda Moraca,
moraca@sar.usf.edu.
