



# School District of Marshfield Course Syllabus

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**Course Name: DC Business Core PS**

**Length of Course: Semester**

**Credit: 1/2 Credit**

## **Program Goal:**

Empower learners to be college and career ready through standards-based experiences in the classroom and career-based learning experiences with business and industry partners. Design and implement educational experiences for creating a skilled, knowledgeable, and productive workforce. Learners will engage in competencies that enable them to stay up-to-date with evolving skills as they pursue careers directly out of high school, as technical school degree earners, or as university graduates. Our goal is to develop critical thinkers and collaborative problem solvers, providing connections to the issues and challenges facing our local, regional, and global economies.

## **Course Description:**

If you are considering business as a career option, this class is for you. Students will identify forms of business ownership and learn basic concepts in marketing (advertising, pricing, and packaging), human resources, finance, and management. After one semester, students will better

understand how and why business decisions are made. Students will also have a better idea of the different areas of business to study if they want to pursue a future business career.

**MSTC Course Title: Introduction to Business**

**Course Number: MSTC 10-102-101**

**Career Cluster: Business Management and Administration**

**Total Hours: 54**

**Total Credits: 3 (upon successful completion of this course)**

<b>Program Outcomes:</b>
<ul style="list-style-type: none"> <li>• Plan the operations of a business across functional areas</li> <li>• Organize resources to achieve the goals of the organization</li> <li>• Direct individuals and/or processes to meet organizational goals</li> </ul>

<b>Course Competencies:</b>
<b>Analyze the environment in which business operates.</b>
<b>Linked Employability Skills</b>
<ul style="list-style-type: none"> <li>• Behave responsibly – individually and cooperatively</li> <li>• Demonstrate cultural, social, and global awareness</li> </ul>
<b>Assessment Strategies</b>
<ul style="list-style-type: none"> <li>• when you complete Exam One within a two hour time frame in the classroom or online.</li> <li>• when you summarize the findings of the web page research project on a local company.</li> <li>• when you research your chosen career covering the criteria identified using at least three resources.</li> <li>• when you present your Career Assessment report summary to class and in a written report.</li> </ul>
<b>Criteria</b>
<p><i>Your performance will be successful when:</i></p> <ul style="list-style-type: none"> <li>• you complete Exam One with a 70 percent proficiency.</li> <li>• you identify the product, service, size, type of ownership and web page appearance of a local business.</li> <li>• you present in written form the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> <li>• you present in an oral presentation a summary of the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career. the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> </ul>

<b>Learning Objectives</b>
<ul style="list-style-type: none"> <li>• you identify how a business meets its goal of serving the needs of consumers to make profits.</li> <li>• you identify how businesses use natural resources, human resources, capital and entrepreneurship to produce its products and/or services.</li> <li>• you identify the stakeholders in a business.</li> <li>• you identify the environmental segments of a business.</li> <li>• you identify how management, marketing, and finance decisions/functions impact business performance.</li> </ul>
<b>Analyze the effect of economic conditions on business performance.</b>
<b>Linked Employability Skills</b>
<ul style="list-style-type: none"> <li>• Demonstrate cultural, social, and global awareness</li> <li>• Demonstrate effective critical and creative thinking</li> </ul>
<b>Assessment Strategies</b>
<ul style="list-style-type: none"> <li>• when you complete Exam One within a two hour time frame in the classroom or online.</li> <li>• when you present your research findings about a current economic issue within 15 minutes to class.</li> <li>• when you research your chosen career covering the criteria identified using at least three resources.</li> <li>• when you present your Career Assessment report summary to class and in a written report.</li> </ul>
<b>Criteria</b>
<p><i>Your performance will be successful when:</i></p> <ul style="list-style-type: none"> <li>• you complete Exam One with a 70 percent proficiency.</li> <li>• you present to class a summary of your economic issue article covering content and source.</li> <li>• you present in written form the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> <li>• you present in an oral presentation a summary of the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career. the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> </ul>
<b>Learning Objectives</b>
<ul style="list-style-type: none"> <li>• you identify how present economic growth affects the demand for business products and business revenue, earnings, and value.</li> <li>• you identify how present interest rates affect the demand for business products, revenue and expenses, earnings, and value.</li> <li>• you describe how present inflation affects business expenses, earnings, and value.</li> <li>• you describe how present government fiscal and Federal Reserve monetary policies affect business revenue, taxes, earnings, and value.</li> </ul>
<b>Analyze the effect of global conditions on business performance.</b>
<b>Linked Employability Skills</b>
<ul style="list-style-type: none"> <li>• Demonstrate cultural, social, and global awareness</li> <li>• Demonstrate effective critical and creative thinking</li> </ul>
<b>Assessment Strategies</b>

<ul style="list-style-type: none"> <li>• when you complete Exam One within a two hour time frame in the classroom or online.</li> <li>• when you identify at least one local company that is doing business globally using criteria identified.</li> <li>• when you research your chosen career covering the criteria identified using at least three resources.</li> <li>• when you present your Career Assessment report summary to class and in a written report.</li> </ul>
<b>Criteria</b>
<p><i>Your performance will be successful when:</i></p> <ul style="list-style-type: none"> <li>• you complete Exam One with a 70 percent proficiency.</li> <li>• you research a local company doing business globally identifying types of product, process, and advantages/disadvantages of global trade.</li> <li>• you present in written form the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> <li>• you present in an oral presentation a summary of the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career. the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> </ul>
<b>Learning Objectives</b>
<ul style="list-style-type: none"> <li>• you describe business motives for engaging in international business.</li> <li>• you describe the types of international business in which companies may engage (importing, importing, exporting, DFI, and or strategic alliances).</li> <li>• you describe the influence of a country's culture, economic system, economic conditions, current exchange rate, and political risk on business operations.</li> </ul>
<b>Acknowledge the role of ethics in the business environment.</b>
<b>Linked Employability Skills</b>
<ul style="list-style-type: none"> <li>• Behave responsibly - individually and cooperatively</li> </ul>
<b>Assessment Strategies</b>
<ul style="list-style-type: none"> <li>• when you complete Exam Two within a two hour time frame in the classroom or online.</li> <li>• when you analyze a social audit.</li> <li>• when you research your chosen career covering the criteria identified using at least three resources.</li> <li>• when you present your Career Assessment report summary to class and in a written report.</li> </ul>
<b>Criteria</b>
<p><i>Your performance will be successful when:</i></p> <ul style="list-style-type: none"> <li>• you complete Exam Two with a 70 percent proficiency.</li> <li>• you research the components of a social audit and discuss in class.</li> <li>• you present in written form the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> <li>• you present in an oral presentation a summary of the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career. the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> </ul>
<b>Learning Objectives</b>
<ul style="list-style-type: none"> <li>• you examine corporate responsibilities to various stakeholders.</li> <li>• you understand the role of ethics in business making decisions.</li> </ul>

<ul style="list-style-type: none"> <li>• you identify the relationship between ethics and social responsibility.</li> <li>• you review the components of a social audit.</li> </ul>
<b>Identify the main forms of business operations.</b>
<b>Linked Employability Skills</b>
<ul style="list-style-type: none"> <li>• Demonstrate effective critical and creative thinking</li> </ul>
<b>Assessment Strategies</b>
<ul style="list-style-type: none"> <li>• when you complete Exam Two within a two hour time frame in the classroom or online.</li> <li>• when you develop a compare and contrast chart of the various types of business ownership.</li> <li>• when you research your chosen career covering the criteria identified using at least three resources.</li> <li>• when you present your Career Assessment report summary to class and in a written report.</li> </ul>
<b>Criteria</b>
<p><i>Your performance will be successful when:</i></p> <ul style="list-style-type: none"> <li>• you complete Exam Two with a 70 percent proficiency.</li> <li>• you use at least three resources to develop a compare/contrast chart of business ownership with at least five components to each type.</li> <li>• you present in written form the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> <li>• you present in an oral presentation a summary of the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career. the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> </ul>
<b>Learning Objectives</b>
<ul style="list-style-type: none"> <li>• you explain how business owners select a form of business ownership.</li> <li>• you describe methods of owning existing businesses.</li> <li>• you explain how business owners can measure their business performance.</li> <li>• you examine corporate responsibilities to various stakeholders.</li> </ul>
<b>Explain the marketing process and how it drives business activities.</b>
<b>Linked Employability Skills</b>
<ul style="list-style-type: none"> <li>• Communicate effectively</li> <li>• Demonstrate cultural, social and global awareness</li> <li>• Demonstrate effective critical and creative thinking</li> </ul>
<b>Assessment Strategies</b>
<ul style="list-style-type: none"> <li>• when you complete Exam Three within a two hour time frame in the classroom or online using a calculator.</li> <li>• when you research your chosen career covering the criteria identified using at least three resources.</li> <li>• when you present your Career Assessment report summary to class and in a written report.</li> </ul>
<b>Criteria</b>
<p><i>Your performance will be successful when:</i></p> <ul style="list-style-type: none"> <li>• you complete Exam Three with a 70 percent proficiency.</li> <li>• you present in written form the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> </ul>

<ul style="list-style-type: none"> <li>• you present in an oral presentation a summary of the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career. the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> </ul>
<b>Learning Objectives</b>
<ul style="list-style-type: none"> <li>• you explain the marketing processes and consumer buying behavior.</li> <li>• you differentiate between a product and a service.</li> <li>• you define product, product line, and product mix.</li> <li>• you identify factors that influence segmentation and target market selection.</li> <li>• you review pricing strategies.</li> <li>• you explain the marketing mix components and how they are integrated.</li> <li>• you differentiate between the four components of the promotional mix.</li> </ul>
<b>Determine how distribution strategies include the firm's value.</b>
<b>Linked Employability Skills</b>
<ul style="list-style-type: none"> <li>• Demonstrate effective critical and creative thinking</li> </ul>
<b>Assessment Strategies</b>
<ul style="list-style-type: none"> <li>• when you complete Exam Three within a two hour time frame in the classroom or online using a calculator.</li> <li>• when you research your chosen career covering the criteria identified using at least three resources.</li> <li>• when you present your Career Assessment report summary to class and in a written report.</li> </ul>
<b>Criteria</b>
<p><i>Your performance will be successful when:</i></p> <ul style="list-style-type: none"> <li>• you complete Exam Three with a 70 percent proficiency.</li> <li>• you present in written form the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> <li>• you present in an oral presentation a summary of the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career. the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> </ul>
<b>Learning Objectives</b>
<ul style="list-style-type: none"> <li>• you explain the advantages and disadvantages of the various channels for distribution.</li> <li>• you identify factors that determine optimal channels from distribution.</li> <li>• you differentiate between types of market coverage.</li> <li>• you explain how the distribution process can be accelerated.</li> <li>• you explain the strategy and potential benefits of vertical channel integration.</li> </ul>
<b>Analyze the internal structure of organizations.</b>
<b>Linked Employability Skills</b>
<ul style="list-style-type: none"> <li>• Communicate effectively</li> <li>• Demonstrate cultural, social, and global awareness</li> <li>• Demonstrate effective critical and creative thinking</li> </ul>
<b>Assessment Strategies</b>
<ul style="list-style-type: none"> <li>• when you complete Exam Four within a two hour time frame in the classroom or online.</li> </ul>

<ul style="list-style-type: none"> <li>• when you research your chosen career covering the criteria identified using at least three resources.</li> <li>• when you present your Career Assessment report summary to class and in a written report.</li> </ul>
<b>Criteria</b>
<p><i>Your performance will be successful when:</i></p> <ul style="list-style-type: none"> <li>• you complete Exam Four with a 70 percent proficiency.</li> <li>• you present in written form the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> <li>• you present in an oral presentation a summary of the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career. the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> </ul>
<b>Learning Objectives</b>
<ul style="list-style-type: none"> <li>• you explain how an organizational structure may be used by a firm to achieve its strategic plan.</li> <li>• you identify methods that can be used to departmentalize tasks.</li> <li>• you describe the differences between centralized and decentralized organizations.</li> </ul>
<b>Analyze the internal structure of organizations.</b>
<b>Linked Employability Skills</b>
<ul style="list-style-type: none"> <li>• Demonstrate cultural, social, and global awareness</li> <li>• Demonstrate effective critical and creative thinking</li> </ul>
<b>Assessment Strategies</b>
<ul style="list-style-type: none"> <li>• when you complete Exam Four within a two hour time frame in the classroom or online.</li> <li>• when you research your chosen career covering the criteria identified using at least three resources.</li> <li>• when you present your Career Assessment report summary to class and in a written report.</li> </ul>
<b>Criteria</b>
<p><i>Your performance will be successful when:</i></p> <ul style="list-style-type: none"> <li>• you complete Exam Four with a 70 percent proficiency.</li> <li>• you present in written form the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> <li>• you present in an oral presentation a summary of the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career. the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> </ul>
<b>Learning Objectives</b>
<ul style="list-style-type: none"> <li>• you identify key resources used for production.</li> <li>• you identify the factors that affect the plan site decision.</li> <li>• you describe how various factors affect the design and layout decisions.</li> <li>• you describe the key tasks that are involved in production control.</li> </ul>
<b>Explain how firms use accounting.</b>
<b>Linked Employability Skills</b>
<ul style="list-style-type: none"> <li>• Demonstrate effective critical and creative thinking</li> </ul>
<b>Assessment Strategies</b>

<ul style="list-style-type: none"> <li>• when you complete Exam Five within a two hour time frame in the classroom or online.</li> <li>• when you research your chosen career covering the criteria identified using at least three resources.</li> <li>• when you present your Career Assessment report summary to class and in a written report.</li> </ul>
<b>Criteria</b>
<p><i>Your performance will be successful when:</i></p> <ul style="list-style-type: none"> <li>• you complete Exam Five with a 70 percent proficiency.</li> <li>• you present in written form the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> <li>• you present in an oral presentation a summary of the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career. the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> </ul>
<b>Learning Objectives</b>
<ul style="list-style-type: none"> <li>• you explain the purpose of accounting and its importance to a firm’s managers, creditors, and investors.</li> <li>• you can interpret basic financial statements.</li> <li>• you calculate ratios.</li> <li>• you can evaluate a firm’s financial condition.</li> </ul>
<b>Analyze the sources of financing for business.</b>
<b>Linked Employability Skills</b>
<ul style="list-style-type: none"> <li>• Demonstrate effective critical and creative thinking</li> </ul>
<b>Assessment Strategies</b>
<ul style="list-style-type: none"> <li>• when you complete Exam Five within a two hour time frame in the classroom or online.</li> <li>• when you research your chosen career covering the criteria identified using at least three resources.</li> <li>• when you present your Career Assessment report summary to class and in a written report.</li> </ul>
<b>Criteria</b>
<p><i>Your performance will be successful when:</i></p> <ul style="list-style-type: none"> <li>• you complete Exam Five with a 70 percent proficiency.</li> <li>• you present in written form the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> <li>• you present in an oral presentation a summary of the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career. the educational requirements, physical requirements, job opportunities, advancement opportunities and advantages/disadvantages of a chosen career.</li> </ul>
<b>Learning Objectives</b>
<ul style="list-style-type: none"> <li>• you identify the common methods of business financing.</li> <li>• you can interpret basic financial sources.</li> <li>• you can differentiate between debt and equity financing.</li> </ul>

### Primary Resource(s):

**Foundations of Business, 5<sup>th</sup> Edition**

Cengage Learning

ISBN: 978-1-305-51106-4

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**MindTap, 5<sup>th</sup> Edition**

Cengage Learning

ISBN: 978-1-30-551153-8

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### Dual Credit Notification:

This is a dual credit course with Mid-State Technical College. The course outcomes are the course outcomes of the course at Mid-State Technical College. During the first week of class, your dual credit high school teacher will assist all students who want to receive free college credits with Mid-State to apply and complete a registration form for the dual credit option. Only students who submit this registration form and earn a “C” or better in the course will earn the dual credit. After the class, your instructor will enter your grade with Mid-State, and it will appear on your college transcript.

## Mid-State Policies and Procedures

**Credit Hour Expectations** - Classroom presentations are specifically planned learning experiences based on identified objectives, direct instructor involvement, and instructional delivery through physical or electronic learning environments. Credit hour expectations are a combination of classroom presentation, lab and outside student effort as outlined in the Educational Services Manual from the Wisconsin Technical College System. The unique environment in online/hybrid classes combines the classroom presentation with the outside effort to an equivalent time expectation per credit. For specific lab and lecture credit hour for Associate Degree and Technical Diploma courses, please see the "Course Standards" section of the Educational Services Manual.

**Learner Roles and Responsibilities** - You are an adult learner and as such you are responsible for your own learning. No one else can be a "stand in" for you in the learning process. You will be held accountable for all assigned activities. You matter and what you do does make a difference. You will have an opportunity to share your unique ideas and experiences with your student peers and instructor. The form and content of your participation will determine the level of achievement, satisfaction, and enjoyment that you experience. Because others are depending on you to keep the course moving, you have an obligation to meet deadlines for completing assignments and postings.

**Academic Integrity Policy** - The Mid-State Board, administration, faculty, and staff believe that academic honesty and integrity are fundamental to the mission of higher education. All students are expected to maintain and promote the highest standards of personal honesty and professional integrity.

These standards apply to all examinations, assigned work, and projects. Therefore, a student who is found to have been dishonest, fraudulent, or deceptive in the completion of work, willing to help others to be so, or is found to have plagiarized (presented the work of others as his or her own) is subject to disciplinary action up to and including suspension.

**Exclusivity Statement** - Mid-State Technical College is committed to complying with state and federal equal opportunity laws and regulations and does not discriminate in its services, employment programs, and/or its educational programs and activities. Discrimination and harassment by supervisors, co-workers, students, non-employees on the basis of race, sex, national origin, sexual orientation, age, religion, disability, or other protected class is prohibited by the College. This policy is intended to comply with all applicable state and federal laws, as well as express the College's commitment to the principles of equal opportunity for all.

**Student Handbook** - Refer to the Mid-State Student Handbook for more information related to student policies and procedures. [mstc.edu/student-resources/student-handbook](http://mstc.edu/student-resources/student-handbook)

**Student Services** - All students, including online students, have access to student services including but not limited to disability services, counseling and advising, career services, and financial aid. To access student services, go to [mstc.edu/student-resources/student-services](http://mstc.edu/student-resources/student-services).