

# Saint Paul Consortium

## Articulated College Credit (ACC) Agreement

[www.CTEcreditMn.com](http://www.CTEcreditMn.com)

---

**Agreement Name:** Introduction to Business

**Agreement Last Reviewed:** 2017

**Next Review Date:** 2019

College	Course Name	Course Prefix	Course Number	Course Credits
Saint Paul College	Introduction to Business	BUSN	1410	3

Offers an introduction to the United States business system. Students will explore economic principles, international business, business ethics, marketing, and financial principles.

### **Curriculum Content Objectives:**

To receive credit, students will master 100% of the following content objectives:

1. Define economics and describe types of economic systems
2. Identify ethical concerns in business
3. Apply business ethical standards to case studies
4. Identify the economic basis for international trade
5. Describe the extent of international business and outlook for world trade
6. Describe the advantages and disadvantages of sole proprietorships, partnerships, and corporations
7. Describe the advantages and disadvantages of owning and operating a small business
8. Define management
9. Explain leadership theories
10. Describe different types of organizational structures
11. Describe the primary functions of the HR department
12. Describe the primary functions of the HR department
13. Identify regulations related the HR management
14. Identify how marketing adds value by creating utility
15. Describe major perspectives on motivation
16. Describe the components of a marketing mix
17. Differentiate between managerial and financial accounting and related career roles
18. Recognized the importance of strong customer relationships
19. Interpret financial statements
20. Describe the advantages and disadvantages of different methods of debt and equity financing
21. Define key business terms
22. Analyze the components of a business plan
23. Demonstrate effective presentation skills
24. Demonstrate effective presentation skills
25. Apply standard business communication techniques

### **Assessments:**

Students must achieve no less than 80% or B for a final grade in the high school course to receive ACC.

### **ACC Concept:**

Skills for selected courses, required for graduation in programs at the colleges participating in this regional agreement are taught in our schools using the assessments developed collaboratively by secondary and post-secondary staff. High School credit is earned and college credits are earned if the student meets the college achievement.