

## **COURSE OUTLINE**

### **Free Enterprise**

#### **Course Description**

BA 111. Free Enterprise. 2 hours credit. This course will enable the student to develop leadership, teamwork, and communication skills through learning, practicing, and teaching the principles of free enterprise.

#### **Course Relevance**

This course will enable the student to teach important concepts through educational outreach projects, including market economics, entrepreneurship, personal and financial success, and business ethics. The concepts are relevant because the student lives and works in a free market society.

#### **Required Materials**

None

#### **Learning Outcomes**

The intention is for the student to be able to

1. Develop educational outreach projects explaining the free enterprise system of the United States

#### **Primary Learning PACT Skills that will be DEVELOPED and/or documented in this course**

Through the student's involvement in this course, he/she will develop his/her ability in the following primary PACT skill areas:

1. Teamwork
  - Through collaboration on educational outreach projects the student will learn teamwork.
2. Speaking
  - Through the production and presentation of educational outreach projects the student will develop speaking skills.

Secondary skills (developed but not documented):

Writing  
Time Management  
Valuing Diversity  
Leadership

#### **Major Summative Assessment Task(s)**

These learning outcomes and the primary Learning PACT skills will be demonstrated by

1. Development of educational outreach projects focusing on the free enterprise system of the United States. These projects may include market economics,

entrepreneurship, personal and financial success, and business ethics. The student must present at least two educational outreach projects throughout the semester.

### **Course Content**

- I. Themes – Key recurring concepts that run throughout this course:
  - A. Free enterprise
  - B. Business ethics
- II. Issues – Key areas of conflict that must be understood in order to achieve the intended outcome:
  - A. Market economics vs. planned economics
  - B. Entrepreneurship vs. government regulation
- III. Concepts – Key concepts that must be understood to address the issues:
  - A. Supply and demand
  - B. Types of business ownership
  - C. Ethical choices in business
- IV. Skills/Competencies – Actions that are essential to achieve the course outcomes:
  - A. Writing
  - B. Reading
  - C. Computer literacy

### **Learning Units**

- I. Market economics
  - A. Basics of microeconomics
  - B. Basics of macroeconomics
- II. Entrepreneurship
  - A. Risks and benefits
  - B. Benefits
- III. Personal and financial success
  - A. Budgeting
  - B. Investing
- IV. Business ethics
  - A. Moral dilemmas
  - B. Fraud and deception
- V. Presentation skills

### **Learning Activities**

Research, develop, and present educational outreach projects based on free enterprise.

### **Grade Determination**

Grades will be determined based on the successful completion of educational outreach projects.