

A FIRST YEAR INTEGRATED BUSINESS COURSE

Kathleen Simione, Quinnipiac University

Abstract

This paper discusses the integrated business course at our university during the 2000-2001 academic year. The course is a two-semester introductory business class taught in modules by a cross-disciplinary team of faculty at our university. The course provides an introduction to the accounting, management, finance, international business and marketing business disciplines and explains the relationship and interdependence of these business disciplines. An integral part of the course is an internet-based simulation used as a model for strategic planning and decision-making. Working in management teams in a competitive environment, students learn the importance to an organization of the functional areas noted. Each module supports the decision making process required of the simulation. The second semester course is linked to a one-credit ethics course the objectives of which include increasing students' awareness of and sensitivity to issues of diversity and ethics, in personal and professional life and decision-making.