

BUS C100: INTRODUCTION TO BUSINESS

Item	Value
Curriculum Committee Approval Date	12/08/2023
Top Code	050100 - Business and Commerce, General
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

Course Description

An introductory course that defines and applies the fundamental principles of economics, management, ethics, leadership, marketing, management information systems (MIS), accounting, and finance to the current business environment. The course will help students select their field of business specialization and will provide the foundation for future study of business and management. It presents an in-depth examination of elements of contemporary business, from the Internet functions to the challenges of business on an international scale. Transfer Credit: CSU; UC. C-ID: BUS 110. C-ID: BUS 110.

Course Level Student Learning Outcome(s)

1. Evaluate the corporate social responsibility of firm, a corporate scenario, or a business in a case study.
2. Analyze the target market and marketing mix of a product or product line, a product scenario, or product in a case study.
3. Analyze and explain elements of and changes to corporate financial statements.

Course Objectives

- 1. Cite the various ways the U.S. government affects, restricts, and protects business.
- 2. Compare and contrast the advantages/disadvantages in each form of business ownership.
- 3. Define business ethics and explain the role of social responsibility in an organization.
- 4. Compare and contrast the primary economic systems.
- 5. Identify how business operates in an international/global environment, including legal, social, cultural, and interdependence and integrated financial markets.
- 6. Define and describe the key management functions of planning, organizing, leading, and controlling.
- 7. Identify current production operations processes. Address sustainability.
- 8. Identify key human resource management functions and laws.
- 9. Identify the marketing mix and key tools, terms, and strategies related to each element.

- 10. Describe and identify how technology impacts all the primary functions of business.
- 11. Evaluate the basic components of financial statements and ratio analysis.
- 12. Explain the importance of finance to the operations of business, the various types of financing, and the process of internal and external financing and controls.
- 13. Identify securities markets, including investment options, mechanisms of investing, and way to conduct basic analysis of business financial information.
- 14. Identify and describe the basics of business law, including contracts, torts, intellectual property, and the American legal system.
- 15. Summarize the components of risk management and basic insurance concepts.

Lecture Content

The Environment of Business Exploring the World of Business and Economics Being Ethical and Socially Responsible Exploring Global Business Business Ownership and Entrepreneurship Choosing a Form of Business Ownership Small Business, Entrepreneurship, and Franchises Management, Organizations, and Operations Understanding the Management Process Creating a Flexible Organization Producing Quality Goods and Services Managing Risk Understanding the Legal Environment of Business Human Resources Attracting and Retaining the Best Employees Motivating and Satisfying Employees and Teams Marketing Building Customer Relationships through Effective Marketing Creating and Pricing Products That Satisfy Customers Distributing and Promoting Products Information, Accounting and Finance Exploring Social Media and e-Business Using Management and Accounting Information Mastering Financial Management

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)
- Video one-way (ITV, video) (63)

Instructional Techniques

This course may be taught using multiple methods of support including classroom, video, audio, multi-media, and online strategies. Instructors utilize learning strategies, including lectures; cooperative learning groups; written homework assignments; self-paced independent study using textbooks, video lessons, audio segments, computer software, or online systems; demonstrations or discussions; presentations by students to software or online systems; demonstrations or discussions; presentations by students to the instructor or for class presentation; research projects; journals; and various types of assessment by quiz and exam, including open-ended, close-ended, multiple choice, and essay.

Reading Assignments

Students will read assigned textbooks and periodicals and may participate in class discussions.

Writing Assignments

Written Critical Thinking assignments and/or projects.

Out-of-class Assignments

Students will be required to research current businesses and interpret research findings.

Demonstration of Critical Thinking

Written critical thinking analysis applying text content to an operational large business. Primary/secondary research, presentation, organization, and online data search/manipulation may be included. Midterm and Final Exam essay questions that evaluate students ability to formulate arguments to plausible scenarios may be used.

Required Writing, Problem Solving, Skills Demonstration

Written critical thinking analysis applying text content to an operational large business. Primary/secondary research, presentation, organization, and online data search/manipulation may be included.

Eligible Disciplines

Business: Masters degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelors degree in any of the above AND masters degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelors degree in economics with a business emphasis AND masters degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Masters degree required. Management: Masters degree in business administration, business management, business education, marketing, public administration, or finance OR bachelors degree in any of the above AND masters degree in economics, accountancy, taxation, or law OR the equivalent. Masters degree required.

Textbooks Resources

1. Required Gitman, L.; McDaniel, C.; Shah, A.; Reece, M.; Koffel, L.; Talsma, B.; Hyatt, J.C. Introduction to Business, ed. Houston, Texas: OpenStax, 2018

Other Resources

1. Coastline Library 2. Current business magazines and newspaper articles pertaining to business: Inc., Fortune, Wall Street Journal, Bloomberg Business Week, Forbes, Fast Company