BUSI 100 - Introduction to Business Course Outline

Approval Date: 05/10/2018
Effective Date: 06/01/2018

SECTION A

Unique ID Number	CCC000319842
Discipline(s)	Business
Division	Career Education and Workforce Development
Subject Area	Business
Subject Code	BUSI
Course Number	100
Course Title	Introduction to Business
TOP Code/SAM Code	0501.00* - Business and Commerce, General* / D - Possible Occupational
Rationale for adding this course to the curriculum	Update textbooks
Units	3
Cross List	*N/A*
Typical Course Weeks	18

Total Instructional Hours

	Contact Hours
Lecture	54.00
Lab	0.00
Activity	0.00
Work Experience	0.00
Outside of Class Hours	108.00

Total Contact Hours	54
Total Student Hours	162
Open Entry/Open Exit	No
Maximum Enrollment	40
Grading Option	Letter Grade or P/NP
Distance Education Mode of Instruction	Hybrid Entirely Online Hybrid more than 50%

SECTION B

General Education Information:

SECTION C

Course Description

Repeatability May be repeated 0 times

Catalog Description This course is a survey in business providing a multidisciplinary examination of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization's policy and practices within the U.S. and a global society. It demonstrates how these influences impact the primary areas of business including: organizational structure and design; leadership, human resource management, organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, financial practices; the stock and securities market; and therefore affect a business's ability to achieve its organizational goals.

Schedule Description

SECTION D

Condition on Enrollment

1a. Prerequisite(s): *None*

1b. Corequisite(s): *None*

1c. Recommended: *None*

1d. Limitation on Enrollment: *None*

SECTION E

Course Outline Information

1. Student Learning Outcomes:

A. Apply current business computer applications.
B. Interact professionally and ethically through oral and written communications.
C. Apply knowledge of management techniques and business theory.

2. Course Objectives: Upon completion of this course, the student will be able to:

A. Cite the various ways the U.S. government affects, restricts, and protects business.
B. Compare and contrast the advantages/disadvantages in each form of business ownership.
C. Define business ethics and explain the role of social responsibility in an organization.
D. Compare and contrast the primary economic systems.
E. Identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets.
F. Define and describe the key management functions of planning, organizing, leading, and controlling.
G. Apply the total marketing concept and discuss how marketing strategies are developed.
H. Identify key human resource management functions and laws.
I. Identify the marketing mix (4 P's) and key tools, terms, and strategies related to each element.
J. Describe and identify how technology impacts all the primary functions of business.
K. Evaluate the basic components of financial statements and ratio analysis.
L. 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.
M. Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.
N. Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system.
O. Summarize the components of risk management and basic insurance concepts.
P.

3. Course Content

I. Foundations of American Business
II. Forms of Business Enterprise
III. Ethical and Social Responsibilities of Business
IV. Economic Foundations
V. International Business
VI. Management, Leadership, and Motivation
VII. Production and Operations Management
VIII. Human Resource Management
IX. Marketing and Consumer Behavior
X. E-Business and Information technology
XI. Accounting
XII. Financial Management
XIII. Securities Markets and the Financial System

4. Methods of Instruction:

Distance Education:

5. Methods of Evaluation: Describe the general types of evaluations for this course and provide at least two, specific examples.

Typical classroom assessment techniques

Quizzes --
Papers --
Oral Presentation --
Class Participation --
Home Work --
Final Exam --
Mid Term --

Additional assessment information:

May also include class participation, homework assignments, oral or written presentation of case analysis studies, weekly quizzes, and objective midterm and final examinations including short-answer essay questions.

Letter Grade or P/NP

6. Assignments: State the general types of assignments for this course under the following categories and provide at least two specific examples for each section.

A. Reading Assignments
   Textbook, handouts, research materials, tests, and other written or multi-media materials assigned by the instructor
B. Writing Assignments
   Homework assignments, analysis of outside reading materials and/or term paper, and tests
C. Other Assignments
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7. Required Materials

A. EXAMPLES of typical college-level textbooks (for degree-applicable courses) or other print materials.

Book #1:

Author:	Solomon, Poastsy, and Martin
Title:	Better Business
Publisher:	Prentice Hall/Pearson

Date of Publication: 2018
Edition: 5th

Book #2:
Author: Kelly, Marcella
Title: BUSN11
Publisher: Cengage
Date of Publication: 2018
Edition: 11th

B. Other required materials/supplies.