

BUS 0260 - INTRODUCTION TO BUSINESS

Catalog Description

Formerly known as BUS 20

Hours: 54 lecture

Description: 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. 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, stocks and securities market. (C-ID BUS 110) (CSU, UC)

Course Student Learning Outcomes

- CSLO #1: Examine and describe functional areas of business including: Entrepreneurship, Management, Marketing, Operations, Accounting and Finance.
- CSLO #2: Discover potential career or educational paths within business.
- CSLO #3: Describe business's impact on society.

Effective Term

Fall 2024

Course Type

Credit - Degree-applicable

Contact Hours

54

Outside of Class Hours

108

Total Student Learning Hours

162

Course Objectives

At the conclusion of this course, the student should be able to:

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 how 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.

General Education Information

- Approved College Associate Degree GE Applicability
- CSU GE Applicability (Recommended-requires CSU approval)
- Cal-GETC Applicability (Recommended - Requires External Approval)
- IGETC Applicability (Recommended-requires CSU/UC approval)

Articulation Information

- CSU Transferable
- UC Transferable

Methods of Evaluation

- Classroom Discussions
 - Example: Students are required to participate in weekly discussions. In online classes, students will discuss business ideas and use the discussion board to make recommendations to their peers regarding business ownership decisions. Discussions will be graded on 1) Accuracy (is it the correct form of ownership) 2) Reasoning (how well is the decision supported) (Objective 2)
- Projects
 - Example: Students select a public company they feel will be successful and prepare a financial analysis of the firm. The student also follows the stock market price fluctuations for the companies stock over the semester. The student evaluates the firm as to their financial health. The grading criteria (rubric) relates to the accuracy and the conclusion based on the analysis. (Objectives 12 and 13)
- Reports
 - Example: Small business owner interview requires selection of a business of interest, securing an appointment, selecting appropriate questions based on the uniqueness of the business as well as actually visiting the business. The student identifies key issues to pursue, which requires the application of all the subject areas covered in class to the particular business. The student also prepares an oral presentation summarizing the interview. (Objectives 5, 6, 7, 8, 9, 11) The grade is determined by:
 - a) Answering the specific questions assigned to all businesses
 - b) Creating meaningful questions specific to the business
 - c) The quality of the written and oral presentation (based on a rubric)

Repeatable

No

Methods of Instruction

- Lecture/Discussion
- Distance Learning

Lecture:

1. Instructor starts each class with a discussion on something in the news that the students have read about and will be interesting to them. The class discussion covers the impact the topic has from a business perspective. The student is involved in a discovery process to show the impact almost every news event has on the business world. (Objective 1)
2. Instructor presents videos showing how big business advertises and promotes its products. Instructor guides students in a think/pair/share to discuss their appraisal of the advertisements. Students use smartphones to identify social media advertising tools used by other big businesses. (Objective 9)

Distance Learning

1. Students post examples in the discussion board of socially responsible companies. Peer post replies will distinguish between whether the company's choices are truly CSR minded or just a form of legal compliance. (Objective 3)

Typical Out of Class Assignments

Reading Assignments

1. Read current literature (newspapers & periodicals) and identify current events as relating to the elements of the course.
2. Read the chapter on Human Resource Management and be prepared to discuss the major concepts.
3. Read current literature (Wall Street Journal) to research an assignment dealing with stocks and bonds.

Writing, Problem Solving or Performance

1. Write a research paper on a business person such as Jeff Bezos or Howard Schultz. Identify how their leadership style influences the culture at their organizations.
2. Read a case study on corporate ethics and present findings verbally to the class. Be prepared to justify the corporation's actions.

Other (Term projects, research papers, portfolios, etc.)

Students will research and follow a minimum of three publicly-traded stocks for the semester. They will write a reflection paper about their investment decision and what advice they would give about future investment decisions.

Required Materials

- Understanding Business
 - Author: Nickels, McHugh and McHugh
 - Publisher: McGraw Hill/Irwin
 - Publication Date: 2019
 - Text Edition: 12th
 - Classic Textbook?: No

- OER Link:
- OER:
- Business Essentials
 - Author: Ebert and Griffin
 - Publisher: Prentice Hall
 - Publication Date: 2019
 - Text Edition: 12th
 - Classic Textbook?: No
 - OER Link:
 - OER:

Other materials and-or supplies required of students that contribute to the cost of the course.