

Course Outline

COURSE: BUS 1 **DIVISION:** 50 **ALSO LISTED AS:** GBUS 1
TERM EFFECTIVE: Fall 2018 **CURRICULUM APPROVAL DATE:** 11/13/2017

SHORT TITLE: FUND OF BUSINESS

LONG TITLE: Fundamentals of Business

Units	Number of Weeks		Contact Hours/Week		Total Contact Hours
3	18	Lecture:	3	Lecture:	54
		Lab:	0	Lab:	0
		Other:	0	Other:	0
		Total:	3	Total:	54

COURSE DESCRIPTION:

A survey in business providing a multidisciplinary examination of how culture, society, the economic system, the legal environment, international and political issues, financial institutions, and human behavior interact to affect a business organization's policy and practices within the U.S. and abroad. Demonstrate how these influences impact the primary areas of business including: organizational structure and design, leadership, human resources management, organized labor practices; marketing; organized communication; technology; entrepreneurship; legal, accounting, financial practices; the stock and securities markets; and therefore affect a business's ability to achieve its organizational goals. This course has the option of a letter grade or pass/no pass. Previously listed as GBUS 1. (C-ID: BUS 110) ADVISORY: Eligible for English 250 and English 260.

PREREQUISITES:

COREQUISITES:

CREDIT STATUS: D - Credit - Degree Applicable

GRADING MODES

- L - Standard Letter Grade
- P - Pass/No Pass

REPEATABILITY: N - Course may not be repeated

SCHEDULE TYPES:

- 02 - Lecture and/or discussion
- 05 - Hybrid
- 72 - Dist. Ed Internet Delayed

STUDENT LEARNING OUTCOMES:

1. Cite the various ways the U.S. government affects, restricts, and protects business.

Measure of assessment: exam, report, project (GE-LO: A2)

Year assessed, or planned year of assessment: 2018

Semester: Spring

2. Identify how business operates in a national and an international/global environment including legal, social, cultural, and interdependence and integrated financial markets.

Measure of assessment: exam, report, project (GE-LO: F2, D5)

Year assessed, or planned year of assessment: 2018

Semester: Spring

This SLO addresses cultural diversity: true

3. Identify the marketing mix and key tools, terms and strategies related to each element.

Measure of assessment: exam, report, project (GE-LO: A2)

Year assessed, or planned year of assessment: 2018

Semester: Spring

CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS

Curriculum Approval Date: 11/13/2017

1. 3 Hours

THE FOUNDATIONS OF BUSINESS

Student Performance Objectives: Explain what a business is and how it operates within the private enterprise system. Define the role of the entrepreneur in the private enterprise system. Discuss the factors of production and their payments. Describe the concepts of competition, gross domestic product and productivity.

2. 3 Hours

BUSINESS ETHICS AND SOCIAL RESPONSIBILITY

Student Performance Objectives: Outline the responsibilities of business to: the general public, customers, employees, investors, and to the financial community. Define business ethics and explain the role of social responsibility in an organization.

3. 3 Hours

ECONOMIC FUNDAMENTALS

Student Performance Objectives: Differentiate between microeconomics and macroeconomics. Show how supply and demand determines prices. Distinguish between monetary policy and fiscal policy. Explain the importance and impact of macroeconomic fluctuations on an individual business's operations.

4. 3 Hours

BUSINESS IN A GLOBAL ECONOMY

Student Performance Objectives: Explain the importance of international business. Discuss barriers to global business. Discuss the importance of cultural awareness when conducting business operations abroad.

5. 3 Hours

FORMS OF BUSINESS OWNERSHIP

Student Performance Objectives: Identify, explain and critique the three basic types of business ownership. Discuss the advantages and disadvantages of each method of ownership. Explain the role that entrepreneurs and small businesses play in the global economy. Outline the role of franchises in the U.S. economy, and list their advantages and disadvantages.

6. 1.5 Hours

MIDTERM EXAMINATION

7. 3 Hours

MANAGEMENT OF THE ORGANIZATION

Student Performance Objectives: Explain the importance of quality and customer satisfaction in achieving a competitive advantage. Discuss the need for organizational structure, and evaluate each of the basic forms of organization. Identify the

skills required for managerial success. Evaluate the basic leadership styles, determine the impact on the organization, and recommend alternative styles. Describe the functions of management and identify the primary activities involved in each function.

8. 3 Hours

MANAGEMENT OF HUMAN RESOURCES

Student Performance Objectives: Explain the importance of human resource management and the responsibilities of a human resource department. Describe how recruitment, selection, orientation, training, and evaluation contribute to placing the right person in a job. Explain the importance of effective communication skills in business. Identify the characteristics of an effective team and the different roles played by team members.

9. 3 Hours

PRODUCTION AND OPERATIONS MANAGEMENT

Student Performance Objectives: Explain the strategic importance of production and operations management to a firm. Discuss the benefits of quality control. Identify the effects of cultural changes in domestic and international communities and their impacts on a business's operations.

10. 3 Hours

FUNCTIONS OF MARKETING AND CUSTOMER SATISFACTION

Student Performance Objectives: Explain how marketing creates utility, and list the major functions of marketing. Identify the methods of segmenting consumer and business markets. Identify the main components of creating a marketing strategy.

11. 1 Hours

PRODUCT AND PRICING STRATEGIES

Student Performance Objectives: Identify the classifications of consumer goods, business goods, and services. Identify the product mix and describe the stages of the product life cycle. Identify and evaluate alternative pricing strategies, and their effect on profit levels.

12. 3 Hours

MARKETING DISTRIBUTION STRATEGY

Student Performance Objectives: Identify the major components of a distribution strategy. Outline the various types of distribution channels, and discuss the factors that influence channel selection.

13. 1.5 Hours

MIDTERM EXAMINATION

14. 3 Hours

INFORMATION FOR BUSINESS DECISIONS

Student Performance Objectives: Explain the purpose of an information system and how it aids decision-making in business. List the major contributions of computers and MIS.

15. 3 Hours

INTRODUCTION TO ACCOUNTING

Student Performance Objectives: Explain the functions of accounting and their importance to the firm's management and to outside parties. Develop an accounting element for the small business plan. Describe basic accounting functions and their importance to business management.

16. 3 Hours

SECURITIES MARKETS

Student Performance Objectives: Compare common stock, preferred stock, and bonds, and explain why investors might prefer each type of security. Consider how the different securities might be used by small businesses.

17. 3 Hours

FINANCIAL MANAGEMENT AND INSTITUTIONS

Student Performance Objectives: Describe the functions of money. Identify the functions performed by a firm's financial manager.

18. 3 Hours

BUSINESS LAW

Student Performance Objectives: Describe the judicial system and the various types of law. Consider various laws and regulations, and discuss how implementation of or changes in these laws might affect the business environment. Explain the differences between trademarks, copyrights, and patents.

19. 3 Hours

INSURANCE AND RISK MANAGEMENT

Student Performance Objectives: Explain the concepts of risk, risk management, and their relationship to insurance. Discuss the various types of insurance.

20. 2 Hours

METHODS OF INSTRUCTION:

Lecture, discussion, audio/visual, case study.

OUT OF CLASS ASSIGNMENTS:

Required Outside Hours: 21

Assignment Description: Read textbook and study for exams.

Required Outside Hours: 26

Assignment Description: CAREER INFORMATION PROJECTS: Students will use questionnaires, cases, videos, and computer software to measure their current capabilities and will receive personalized information and advice on improving skills. These exercises will cover topics such as leadership style, entrepreneurial quotient, goal setting, and will incorporate real-world business articles and experiences. These will be on-going projects during the entire course.

Required Outside Hours: 21

Assignment Description: Case Study involving critical thinking. Cases will be used to cover many of the topics during the course - some will be out-of-class assignments and some will involve working in groups.

Required Outside Hours: 36

Assignment Description: Develop a comprehensive plan to create a new business. This project will continue throughout the course by applying what is learned through lectures, cases, readings, and guest speakers. Students will continue working on their business plan and their career informational project throughout the course. Continue developing the comprehensive business plan for a small business by adding a marketing strategy. Consider marketing in career development project. Channels will be added to the small business plan. Develop an accounting element for the small business plan.

METHODS OF EVALUATION:

Writing assignments

Percent of total grade: 50.00 %

Percent range of total grade: 30% to 50% Written Homework, Case Studies, Projects

Objective examinations

Percent of total grade: 50.00 %

REPRESENTATIVE TEXTBOOKS:

Required Representative Textbooks

William M. Pride, Robert J. Hughes, Jack R. Kapoor. Foundations of Business, 5th Edition. Cengage Learning, 2017.

ISBN: 978-1-305-51106-4

Reading Level of Text, Grade: 13+ Verified by: Publisher

ARTICULATION and CERTIFICATE INFORMATION

Associate Degree:

GAV D2, effective 201470

GAV F, effective 201470

CSU GE:
IGETC:
CSU TRANSFER:
 Transferable CSU, effective 201470
UC TRANSFER:
 Transferable UC, effective 201470

SUPPLEMENTAL DATA:

Basic Skills: N
Classification: Y
Noncredit Category: Y
Cooperative Education:
Program Status: 1 Program Applicable
Special Class Status: N
CAN:
CAN Sequence:
CSU Crosswalk Course Department: BUS
CSU Crosswalk Course Number: 1
Prior to College Level: Y
Non Credit Enhanced Funding: N
Funding Agency Code: Y
In-Service: N
Occupational Course: D
Maximum Hours:
Minimum Hours:
Course Control Number: CCC000333342
Sports/Physical Education Course: N
Taxonomy of Program: 050100