

BUS M30: INTRODUCTION TO BUSINESS

Originator

jBaca

Co-Contributor(s)
Name(s)

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College

Moorpark College

Discipline (CB01A)

BUS - Business

Course Number (CB01B)

M30

Course Title (CB02)

Introduction to Business

Banner/Short Title

Introduction to Business

Credit Type

Credit

Start Term

Fall 2021

Catalog Course Description

Provides 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. Focuses on 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, and financial practices; the stock and securities market; and therefore how they affect a business' ability to achieve its organizational goals.

Taxonomy of Programs (TOP) Code (CB03)

0501.00 - *Business and Commerce, General

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

A (Transferable to both UC and CSU)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

D - Possibly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

Letter Graded

Alternate grading methods

Student Option- Letter/Pass
Pass/No Pass Grading

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class**Internship/Cooperative Work Experience**

Paid

Unpaid

Total Outside-of-Class**Total Outside-of-Class****Minimum Outside-of-Class Hours**

105

Maximum Outside-of-Class Hours

105

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Advisories on Recommended Preparation

ENGL M02

Requisite Justification**Requisite Type**

Recommended Preparation

Requisite

ENGL M02

Requisite Description

Course not in a sequence

Level of Scrutiny/Justification

Required communication/computation skill

Student Learning Outcomes (CSLOs)**Upon satisfactory completion of the course, students will be able to:**

- | | |
|---|--|
| 1 | discuss the role of business in society, the primary functions within a business, and external forces that affect business activities. |
| 2 | explain fundamental economic principles and describe how they shape the business environment. |
| 3 | summarize contemporary business concepts, principles, and practices that explain how to form businesses, how they operate, and why and how effective management is important to their success. |
| 4 | recognize the importance of business ethics and corporate social responsibility. |

Course Objectives

Upon satisfactory completion of the course, students will 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 and 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. |

Course Content**Lecture/Course Content****(2%) Introduction to business**

- History and current trends
- Matching risk with profit
- Economic and technological environments
- Competitive and social environments
- Global opportunities

(6%) Economics

- Theory of wealth creation
- Supply and demand
- Capitalism and socialism
- Understanding the economic system: Micro versus macro economics
- Inflation, CPI, and productivity
- Monetary and fiscal policy

(2%) Career opportunities in today's business environment**(6%) Global markets**

- Basis for trade
- Strategies for reaching global markets
- Importing and exporting
- Hurdles of global trading
- Trade protectionism
- Measures of international trade

(6%) Ethics

- Corporate social responsibility
- Setting ethical standards
- Stakeholders

(4%) Forms of business ownership

- Sole proprietorships
- Partnerships
- Corporations
- Limited liability companies
- Franchises

(4%) Starting a small business

- How to start a small business
- Success and failure
- Writing a business plan
- Where to get money
- (6%) Management**
 - Leadership and empowerment
 - Leadership styles
 - Classic management functions: Planning, organizing, leading, controlling
- (4%) Employee-Management issues**
 - History of labor unions
 - Collective bargaining
 - Tactics used in labor-management conflicts
- (4%) Human resources**
 - Determining human resource needs
 - Recruiting from a diverse population
 - Selecting and training employees
 - Performance appraisal and compensation
- (6%) Motivating employees**
 - Motivation studies and theories
 - Maslow's hierarchy
 - Theory X, Y, and Z
 - Herzberg's theory
- (4%) Managing personal finances**
 - Need for financial planning
 - Building your capital account
 - Planning your retirement
 - Basic insurance concepts
- (4%) Money and financial institutions**
 - What is the money supply
 - The federal reserve system
 - The American banking system
- (6%) Securities markets**
 - Debt financing through selling bonds
 - Equity financing through selling stock
 - Stock exchanges
 - Investment strategies
- (6%) Financial management**
 - Financial planning and budgeting
 - Need for operating funds
 - Sources of funds
- (6%) Accounting**
 - Importance of accounting in business
 - Disciplines of accounting
 - Accounting versus bookkeeping
 - Key financial statements
 - Analyzing financial statements: ratio analysis
- (4%) Interactive and integrated marketing communication**
 - Public relations and publicity
 - Sales promotion and word of mouth
 - Advertising and personal selling
 - Marketing on the Internet
- (4%) Channels of distribution**
 - Why we need intermediaries
 - How they add utility to goods
 - Role of retailers and wholesalers
 - Non-store marketing
- (4%) Developing quality products and services**
 - Product differentiation
 - Packaging and pricing
 - Building brand equity
 - New product process
 - Product life cycle
- (4%) Marketing**

- The marketing concept
- The marketing mix
- Market research
- Consumer and business marketing

(2%) How technology impacts business

- Organizational change
- E-commerce
- Value-chain linkages

(4%) Organizing a customer-driven business

- Organizational theory
- Tall versus flat organization
- Centralized versus decentralized organization
- Creating a customer-oriented organization

(2%) Business law

- Contracts
- Torts
- Intellectual property
- American legal system

Laboratory or Activity Content

N/A

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

- Problem solving exercises
- Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

- Classroom Discussion
- Essay exams
- Group projects
- Objective exams
- Other (specify)
- Projects
- Problem-solving exams
- Participation
- Reports/Papers/Journals
- Reports/papers
- Research papers
- Skills demonstrations

Other

- Critical Thinking Assignments

Instructional Methodology

Specify the methods of instruction that may be employed in this course

- Computer-aided presentations
- Class discussions
- Case studies
- Distance Education

Describe specific examples of the methods the instructor will use:

The instructor will use audio-visual presentations, class discussions, lectures, demonstrations, and computer-aided presentations to explain the various concepts of Business. Additionally, the instructor will demonstrate the use of online resources to research current business trends.

Representative Course Assignments

Writing Assignments

1. Written answers for short answer exam questions.

2. Written analyses on chapter learning outcomes.
3. Written essays on assigned topics. For example an essay requiring students to research and analyze the roles and responsibilities of the Federal Reserve in the United States Economy.

Critical Thinking Assignments

1. Analysis of organizational charts showing roles and responsibility of the company chain of command. An example of this would be an organizational chart analysis from large companies such as Apple, Inc.
2. Analysis of financial documents, such as the National Budget.
3. Analysis of current trends in business discussed in articles from business-related online periodicals such as <http://money.cnn.com>.
4. Analysis of marketing strategies. For example, an analysis of the distribution process for products in a corporation such as Apple, Inc.

Reading Assignments

1. Reading textbook case studies to broaden the understanding of application of business fundamentals.
2. Reading a Business related journal article, and/or periodicals to learn about business environments, consumer and organizational behavior. An example would be: reading a journal such as the Harvard Business Review, Forbes, or Entrepreneur Magazine to develop a greater understanding of current business trends.

Skills Demonstrations

N/A

Other assignments (if applicable)

N/A

Outside Assignments

Representative Outside Assignments

1. Participate in stock market research to learn about the stock market's history, organization of the stock market, and researching methods for investing in the stock market. An example would be a stock market game/analysis.
2. Research Business related websites, journal articles, and/or periodicals to learn about business environments, consumer and organizational behavior. An example would be: researching a journal such as the Harvard Business Review, Forbes, or Entrepreneur Magazine to develop a greater understanding of current business trends.
3. Research topics on the Internet or podcast to learn about entrepreneurial business practices. An example would be: listening to a podcast profiling a successful entrepreneurial venture to understand the process for developing a product and/or service for the market.

Articulation

C-ID Descriptor Number

BUS 110

Status

Approved

Equivalent Courses at 4 year institutions

University	Course ID	Course Title	Units
Cal Poly San Luis Obispo	ECON 201	Survey of Economics	4
Humboldt State	BA 110	Introduction to Business	3
CSU Northridge	BUS 104	Introduction to Business	3

Comparable Courses within the VCCCD

BUS V30 - Introduction to Business

BUS R120 - Introduction to Business

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

B2. Social and Behavioral Sciences

Approved

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable

Yes

CSU Baccalaureate List effective term:

FALL 1985

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

D Social Sciences

Approved

Area E: Lifelong Learning and Self-Development

Area F: Ethnic Studies

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

UC TCA

UC TCA

Approved

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 4: Social and Behavioral Sciences

Approved

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type

Textbook

Description

Nickels, William, James McHugh, and Susan McHugh. *Understanding Business*. 12th ed., McGraw-Hill, 2019.

Resource Type

Textbook

Description

Boone, Louis, David L. Kurtz, and Susan Berston. *Contemporary Business*. 18th ed., Wiley, 2019.

Resource Type

Textbook

Description

Pride, William M., Robert J. Hughes, and Jack R. Kapoor. *Foundations of Business*. 6th ed., Cengage, 2018.

Library Resources

Assignments requiring library resources

Utilizing the Library's print and online resources, research Business related websites, journal articles, and/or periodicals to learn about business environments, consumer and organizational behavior.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Research a journal such as the Harvard Business Review, Forbes, or Entrepreneur Magazine to develop a greater understanding of current business trends.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (51%–99% online)

Hybrid (1%–50% online)

100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
Other DE (e.g., recorded lectures)	Recorded lectures, videos from third parties (npr.org, nasbite.org, etc) may be made available to students.
Synchronous Dialog (e.g., online chat)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.
Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

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Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Synchronous Dialog (e.g., online chat)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
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Examinations

Hybrid (1%–50% online) Modality

Online

Hybrid (51%–99% online) Modality

Online

Primary Minimum Qualification

BUSINESS

Review and Approval Dates**Department Chair**

10/15/2020

Dean

10/15/2020

Technical Review

02/18/2021

Curriculum Committee

3/2/2021

DTRW-I

MM/DD/YYYY

Curriculum Committee

MM/DD/YYYY

Board

MM/DD/YYYY

CCCCO

MM/DD/YYYY

Control Number

CCC000434847

DOE/accreditation approval date

MM/DD/YYYY