

BUTTE COLLEGE

COURSE OUTLINE

I. CATALOG DESCRIPTION

BUS 20 - Introduction to Business

3 Unit(s)

Prerequisite(s): NONE

Recommended Prep: Reading Level IV; English Level III; Math Level II

Transfer Status: CSU/UC

51 hours Lecture

This course is survey of 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. Students will learn about how this business context (including issues such as ethics and sustainability) influences 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' ability to achieve its organizational goals. (C-ID BUS 110).

II. OBJECTIVES

Upon successful 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. Apply the entrepreneurial process for identifying and exploiting potential business opportunities.
- D. Define business ethics and social responsibility and examine ethical dilemmas pertaining to internal and external stakeholders.
- E. Compare and contrast the primary economic systems.
- F. Identify different methods of engaging in international business given their challenges including trade barriers, regulatory issues and cultural differences.
- G. Define and describe the key management functions of planning, organizing, leading and controlling.
- H. Examine current production and operations processes including sustainability initiatives.
- I. Discuss the human resource functions of hiring, motivating, training and compensating employees and the laws governing these practices.
- J. Identify the marketing mix and key tools, terms and strategies related to each element.
- K. Describe and identify how technology impacts all the primary functions of business.
- L. Evaluate the basic components of financial statements and ratio analysis.
- M. 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.
- N. Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.
- O. Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system.
- P. Summarize the components of risk management and basic insurance concepts.
- Q. Utilize a variety of resources to investigate potential career paths and assess their compatibility with the students' own personality, interest and aptitudes.
- R. Identify, describe and present potential strengths, weaknesses, opportunities and threats to a business from an operations perspective.

III. COURSE CONTENT

A. Unit Titles/Suggested Time Schedule

Lecture	
<u>Topics</u>	<u>Hours</u>
1. Historical Background and Current Trends in Business	4.00
2. Forms of Business Enterprise	3.00
3. Legal, Ethical and Social Responsibilities of Business	3.00
4. Economic Foundations	3.00
5. International Business Environment and Strategies	3.00
6. Management, Leadership, Motivation and Organization Structure	6.00
7. Production and Operations Management	3.00
8. Human Resource Management and Employee-Management Issues	3.00
9. Marketing, Marketing Research and Consumer Behavior	7.00
10. E-Business and Information Technology	3.00
11. Accounting	3.00
12. Financial Management	3.00
13. Securities Markets and the Financial System	2.00
14. Business Law	3.00
15. Risk Management and Insurance	2.00
Total Hours	51.00

IV. METHODS OF INSTRUCTION

- A. Lecture
- B. Collaborative Group Work
- C. Class Activities
- D. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- E. Discussion
- F. Reading Assignments
- G. Multimedia Presentations

V. METHODS OF EVALUATION

- A. Exams/Tests
- B. Quizzes
- C. Research Projects
- D. Oral Presentation
- E. Homework
- F. Group Participation
- G. Class participation
- H. Written Assignments

VI. EXAMPLES OF ASSIGNMENTS

- A. Reading Assignments
 - 1. Read the chapter on Production and Operations Management, and review the section on making ethical decisions feature. Answer the three questions presented at the end of the section. Prepare to discuss and support your perspective in class with other students.
 - 2. Read the chapter on using effective promotions, specifically reviewing the section on

thinking green feature. Identify, then review a "green company" of your choice, assessing and describing in writing with what success the company has promoted green products. Be sure to include the Web address for the company you've selected.

B. Writing Assignments

1. Complete the career assignment, submitting a resume and a 5 page research paper relating to the business occupation of your choice. Use the specific, required templates/formats that will be provided.
2. As a member of a team of students, research an industry, then (following the specified format) write a 15 page industry report using APA citation style and make an in-class presentation. Submit self- and peer-assessments.

C. Out-of-Class Assignments

1. Meet with your industry project team and plan for success. Discuss, then identify, the project steps, milestones, due dates and roles/ responsibilities to be played by each team member. Complete, then submit, the 1-2 page Industry Work Plan template (provided), including signatures from all team members.
2. Conduct an informational interview with someone in the line of work you are researching for your occupational report. Prior to the interview, prepare by watching instructor-posted videos on interviewing and review sample interview questions. Write a 5 page report detailing relevant information provided by the person you've interviewed.

VII. RECOMMENDED MATERIALS OF INSTRUCTION

Textbooks:

- A. Nickels, W.G., McHugh, J., and McHugh, S.. Business: Connecting Principles to Practice. McGraw-Hill/Irwin, 2012.
- B. Boone, L.E. and Kurtz, D.L.. Contemporary Business. 15th Edition. Wiley, 2012.

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