

Las Positas College
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Course Outline for BUSN 40
INTRODUCTION TO BUSINESS
Effective: Fall 2010

I. CATALOG DESCRIPTION:

BUSN 40 — INTRODUCTION TO BUSINESS — 3.00 units

An introduction to business operations within a capitalistic, free-market economy. Provides an overview of global economic systems, business formations, business ethics and laws, general accounting practices and financing, facility location and layout, production, organizational structures and management functions. Fundamentals of risk management, marketing, human resources, and employee motivation are covered.

3.00 Units Lecture

Strongly Recommended

ENG 1A - Critical Reading and Composition

Grading Methods:

Discipline:

	MIN
Lecture Hours:	54.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

Before entering this course, it is strongly recommended that the student should be able to:

A. ENG1A

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. List the five business environments and the five factors of productions;
- B. Describe the differences among the three primary economic systems utilized in the international marketplace;
- C. List and compare the different types of global competition, the industries where they are typically found and the impact of each on business;
- D. Evaluate the financial impact of safety, product liability, environmental and labor laws and the expanding concepts of social ethics on the competitiveness of U.S. businesses globally;
- E. Discuss the forms of business ownership and list the advantages and disadvantages of each;
- F. Explain what money is and how its value is determined;
- G. Discuss the Federal Reserve's roles in the U.S. economic system;
- H. Describe the essentials of three primary accounting statements and the uses of each;
 - I. Identify the different organizational structures of business and discuss the strengths and weaknesses of each;
 - J. Identify the functions of management and discuss how they relate to business decisions;
- K. List the different managerial styles and discuss how the managerial skills and functions of management are used in each;
- L. Identify the primary aspects of risk management and discuss the insurance options available for each;
- M. Describe the operations management planning issues including facility location layout and quality control and apply them to the manufacturing and service sectors;
- N. Identify the major production systems and explain the production processes connected to total quality management;
- O. Explain forces, components and strategies of the marketing environments and the role of the marketing mix;
- P. Discuss the various pricing strategies and objectives;
- Q. Describe the steps in human resources planning and their use in selecting employees;
- R. Summarize the objectives of employee compensation programs and describe the various pay strategies;
- S. List the major objectives of labor unions and describe the tactics used by labor and management during conflicts; and
- T. List the theories of motivation and discuss the appropriate circumstances for using each to motivate employees;

V. CONTENT:

- A. Global business environments and factors of production
- B. Characteristics of economic systems in the 21st century
- C. Competition in business strategies and related challenges
- D. International business competition; multinational corporations, franchises, and alliances
- E. Introduction of the federal legal system and laws affecting business

- F. Business ethics and social responsibilities
- G. Forms of business ownership including sole proprietorships partnerships, corporations, franchises and cooperatives
- H. Basic concepts of fiscal and monetary policies
- I. Options and characteristics of organizational structures
- J. Functions of management
- K. Managerial skills and needed competencies
- L. Risk management and insurance
- M. Facility location and layout
- N. Production and Manufacturing processes
- O. Quality concerns and strategies
- P. Inventory management options
- Q. Marketing concept and marketing environments
- R. Product, Placement, Promotion and Pricing strategies
- S. Human resources responsibilities and planning
- T. Employee motivation
- U. Labor relations: unions and nonunion issues

VI. METHODS OF INSTRUCTION:

- A. Small group and individual problem solving tasks and activities where students are expected to reach consensus or make decisions and report their findings.
- B. **Guest Lecturers** - as appropriate.
- C. Efforts which allow for differences in learning styles, for example, collaboration, oral and written tasks, problem solving tasks and repetition.
- D. Tasks that enable students to develop a variety of learning strategies: repetition, categorization, restatement, comparison and contrast, memorization, identification of repetition, critical thinking and collaboration.
- E. Critical thinking exercises to integrate students' overall ability to understand the material.
- F. Problem solving tasks and activities in which students are expected to use theory and generally accepted standards to make decisions and report their conclusions.
- G. Informal lectures and classroom discussion based on student questions related to the material.
- H. Lecture utilizing Power Point, overhead transparencies, computer media, handouts, whiteboard and/or blackboard.
- I. Audio-visual materials including but not limited to video tapes and Internet web casts with handouts for note taking and small group discussion.
- J. In class current topic discussions and assignments handled individually, with class partners, in teams and/or as the whole class.
- K. Readings in text and handouts or study guide applications.
- L. Written exercises and case studies to evaluate concepts and facts.

VII. TYPICAL ASSIGNMENTS:

A. Recognition tasks: matching, identifying correct facts, etc. Complete a crossword puzzle based on the terms for the chapter. B. Practical writing, reading, speaking and listening tasks that demonstrate or elicit an understanding of and/or a possession of the facts. For example: 1. Read assigned sections or chapters in the textbook on Adapting Organizations to Today's Environment a. Answer the assigned questions that review, summarize and analyze the reading material(s) b. Relying on and referencing the concepts presented in the text, create an organization chart from the company information provided. 2. Read the chapter in the text on "Producing World Class Goods and Services" complete the concept development assignment. 3. Complete the case study at the end of the chapter and be prepared to discuss the proposed questions within small groups in class. 4. Chapter Review: Using complete sentence structure, write answers to the questions at the end of the chapter that require definitions, identifications of methodologies, descriptions of assessments of evaluation systems, extrinsic and intrinsic rewards and composition of good/poor performance reviews to employee compensation. 5. Write a review and analysis of the chapter's video case study. 6. Project: Obtain a copy of an annual report for any publicly traded company. Compare the financial statements presented in the annual report to those discussed in the text. Identify the differences and discuss your impression of the information presented in the annual report. 7. Watch a video case study on facility layout and read the chapter's summary of the video case study. Answer five questions about facility layout based on the video case.

VIII. EVALUATION:

A. **Methods**

1. Exams/Tests
2. Quizzes
3. Research Projects
4. Papers
5. Projects
6. Group Projects
7. Class Participation
8. Other:
 - a. Methods
 1. Class and small group discussions of current issues
 2. Chapter Assignments
 - a. Vocabulary building through crossword puzzles, matching and end of chapter questions.
 - b. Completion of assigned projects at end of chapter
 3. In-class written case study of video and written cases.
 4. Research paper
 - a. Select topic from instructor's list
 - b. Use literature, periodicals, interviews and Internet resources.
 5. Chapter tests/examinations
 6. Comprehensive final exam.
 7. Chapter terms quizzes and core concepts quizzes
 8. Student participation individually and in small groups

B. **Frequency**

1. Frequency
 - a. Instructors may choose how often to evaluate students through written assignments, quizzes and tests.
 - b. In a survey course, however, students require frequent feedback to insure they are building on the foundation concepts and to identify if there needs to be a change in their study techniques.

IX. TYPICAL TEXTS:

1. Nickels, McHugh, and McHugh *Understanding Business*. 9th ed., McGraw-Hill Irwin, 2011.
2. Griffin, Ricky W. and Ronald J. Ebert *Business Essentials*. 7th ed., Prentice Hall, 2009.

3. Pride, William, Robert Hughes, and Jack Kapoor *Business*. 10th ed., Cengage Southwestern, 2010.

X. OTHER MATERIALS REQUIRED OF STUDENTS:

- A. Computer and Internet access
- B. Basic supplies such as paper, pencil, pens, Scantrons.
- C. Access to business publications, magazines and periodicals (i.e. USA Today, Wall Street Journal, Fortune Magazine, Harvard Business Review)