

Las Positas College
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Course Outline for BUSN 40
INTRODUCTION TO BUSINESS
Effective: Spring 2018

I. CATALOG DESCRIPTION:

BUSN 40 — INTRODUCTION TO BUSINESS — 3.00 units

A multidisciplinary examination and introduction to business operations within the U.S. and internationally. 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. Demonstrates how culture, society, and external business environments impact a business' ability to achieve its organizational goals.

3.00 Units Lecture

Strongly Recommended

ENG 1A - Critical Reading and Composition

Grading Methods:

Letter or P/NP

Discipline:

- Business or
- Law or
- Management or
- Marketing

	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

1. Critically read texts and materials from a variety of academic and cultural contexts, demonstrating in writing and discussion the ability to:
 - a. Summarize a thesis and main points;
 - b. Analyze main ideas;
 - c. Evaluate the validity and logic of the text's reasoning and support;
 - d. Relate ideas and information in the text to his/her own experience as well as other texts;
2. Write multiple-paragraph papers that:
 - a. Accurately and appropriately respond to a given assignment;
 - b. Develop a relevant, focused thesis;
 - c. Are well-organized and coherently move from coordinating to subordinating points;
 - d. Are well-developed with sufficient and relevant evidence;
 - e. Synthesize facts and ideas originating outside his/her direct experience to develop and support a thesis;
 - f. Use standard American English correctly;
3. Research a specific topic using the Internet, databases, journals, and books demonstrating an ability to:
 - a. Review sources for relevant evidence and arguments;
 - b. Integrate researched material into his/her own writing with appropriate context, explanation, punctuation, and citation;
 - c. Document sources in an academically responsible way.

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. Compare and contrast 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. Foundations of American Business
- B. Economic Foundations and Economic Systems in the 21st century
- C. International business
 - 1. Competition
 - 2. Multinational corporations
 - 3. Business strategies and investments
- D. Business Law
 - 1. Contracts
 - 2. Employment Issues
 - 3. Risk management and insurance
- E. Business ethics and social responsibilities
- F. Forms of business ownership including sole proprietorships partnerships, corporations, franchises and cooperatives
- G. Accounting and Financial Management
 - 1. Basic concepts of fiscal and monetary policies
 - 2. Budgets and Planning
 - 3. Securities Markets and the Financial System
- H. Management, Leadership, and Motivation
 - 1. Managerial skills and needed competencies
 - 2. Leadership styles
- I. Production and Operations Management
 - 1. Facility location and layout
 - 2. Production and Manufacturing processes
 - 3. Quality concerns and strategies
 - 4. Inventory management options
- J. E-Business and Information Technology
- K. Marketing and Consumer Behavior
- L. Human Resources Management

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. Written exercises and case studies to evaluate concepts and facts.
- 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. Problem solving tasks and activities in which students are expected to use theory and generally accepted standards to make decisions and report their conclusions.

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
 - 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 a 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. Group Projects
6. Class Participation
7. Class Work
8. Home Work

B. **Frequency**

1. Instructors will determine how often to evaluate students through written assignments, quizzes and tests.
2. In a survey course, students require frequent feedback to insure they are building on the foundation concepts and to identify if a change in study techniques is needed. The instructor will gauge the progress and comprehension of material and insure adequate assessments and feedback are provided.
3. A minimum of two 750-word written assignments, two tests, and a final exam should be considered.
4. Short papers (500-750) words may be used to evaluate concepts developed in case studies.
5. In class, group projects will be used for hands on application of concepts.
6. Research projects on assigned or approved topics may be assigned to allow students to apply the material studied and analyze how theoretical concepts are utilized.
7. Home work will be assigned to insure students are familiar with the terminology and core concepts prior to class discussions.

IX. TYPICAL TEXTS:

1. Nickels, William, James McHugh, and Susan McHugh. *Understanding Business*. 11th ed., McGraw-Hill Irwin, 2016.
2. Griffin, Ricky, and Robert Ebert. *Business Essentials*. 11th ed., Pearson Prentice Hall, 2017.
3. Kelly, Marcela, and Chuck Williams. *BUSN*. 10th ed., Cengage, 2018.

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)