

# BUS A100: INTRODUCTION TO BUSINESS

Item	Value
Curriculum Committee Approval Date	09/22/2021
Top Code	050100 - Business and Commerce, General
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)
Associate Arts Local General Education (GE)	<ul style="list-style-type: none"> <li>Area 7 Life Skills, Lifelong Learning, and Self-Development 7A Theory/ Non-activity (OE1)</li> </ul>

## Course Description

A survey of the many dimensions of business with a focus on careers: organization, management, marketing, legal aspects, international business, business climate, financial operations, the banking system, and investments. Enrollment Limitation: BUS A100H; students who complete BUS A100 may not enroll in or receive credit for BUS A100H. Transfer Credit: CSU; UC. C-ID: BUS 110C-ID: BUS 110

## Course Level Student Learning Outcome(s)

1. Identify, define, and analyze the characteristics of successful business organizations including the principles of marketing, management, funding, ownership, and internal and external environments.
2. Apply the principles of business through the use of case studies and/or research projects with minimal instructor input.

## Course Objectives

- 1. Define and apply business terminology.
- 2. Recognize vocational opportunities.
- 3. Evaluate investments in securities.
- 4. Apply principles of sound business management practices in decision making and problem solving relative to business.
- 5. Identify the internal and external environments of business enterprise.
- 6. Anticipate potential problems in the changing business environment.
- 7. Compare and contrast the different forms of business ownership.
- 8. Apply effective principles of marketing.
- 9. Differentiate between the various sources of funding.
- 10. Relate the importance of international business in the global economy.

## Lecture Content

International business: Why study international business Absolute and comparative advantage International trade Barriers to international trade Entering foreign markets International marketing strategy Multinational corporations The World Trade Organization The United States in a Global Context The U.S. Balance of Trade and Balance of Payments Globalization International Business Practices Business Impact of Currencies and Exchange Rates Regional Trade Blocs Outsourcing Foreign Direct Investment The Foreign Corrupt Practices Act Marketing Strategy Marketing defined The marketing concept The marketing mix Buyer behavior Marketing research Focus Groups Market Segmentation Business to Business Marketing compared to Consumer Marketing Product Management and Pricing The Total Product Offer Product Lines Product Differentiation Trademarks Brand Equity Dealer (Private label) Brands Non Price Competition Pricing Objectives and Strategies Services as products Product mix Product life cycle Branding Channels of distribution Marketing Intermediaries Disintermediation Retail Distribution Strategies Logistics and Modes of Transportation Promotion The promotion mix Advertising Personal selling Sales promotion Publicity Push and Pull Marketing Strategies Legal environment of business The Need for laws: The Judiciary Dispute Resolution: Litigation, Mediation and Arbitration Contracts: Product Liability and other Business torts Regulation and Deregulation Protecting Intellectual Property: Patents, copyrights and trademarks Statutory Law and Common Law Administrative Agencies Tax Laws Bankruptcy Law Consumerism Ethics and social responsibility Comparative Definitions of Ethics and Legality Setting Corporate Ethical Standards Corporate Whistleblowers Stakeholders: Corporate responsibility Corporate, Customers, Investors, Employees, and Society Business and the Environment Forms of business ownership Sole proprietorship Partnerships Corporations Limited Liability Companies Mergers and acquisitions Entrepreneurship Why People Start Businesses Characteristics Often Exhibited by Successful Entrepreneurs Buying a small business Starting a small business Elements of a Business Plan Management of the organization Organizational culture The changing roles of managers Managing organizational change Planning SWOT Analysis Organizational Design The Stakeholder Oriented Organization Leadership Styles Empowering and Enabling Workers Measuring Internal and External Customer Satisfaction Centralized vs. Decentralized Authority Tall vs. Flat Organizational Structures Advantages and Disadvantages of Departmentalization Alternatives to Functional Departmentalization Benchmarking and Core Competencies Adapting to Change Restructuring Focusing on the Customer Organizational (Corporate) Culture Human resources management Appraising performance The Human Resource Challenge Pay Systems Fringe Benefits Scheduling Employees Laws Affecting Human Resource Management Labor-management relations Labor unions Collective bargaining Employee protection Executive Compensation Accounting and financial statements Managerial, Financial, Tax and Government Accounting The accounting equation Balance sheet Income statement Cash Flow Interpreting financial statements Ratio Analysis Challenges in Accounting for the Value of Intellectual Property Accounting and Business Scandals Money and banking The History of Banking and the Need for a U.S. Central Bank An overview of Commercial banking The products and services that banks offer Banking and deregulation Hedge Funds, and Private Equity The crisis of debt securitization Credit unions Other Financial Institutions Federal Reserve System U.S. Government Sponsored Deposit Insurance Letters of Credit The International Monetary Fund Financial management Sources of short-term funds Sources of long-term funds Debt Financing Equity Financing Issues in Using Financial Leverage Which source of financing is best? The securities markets The Functions

of Securities Markets Criteria When Selecting Investment Options The stock exchanges Investment Banking Bonds Financial Instruments How stocks are bought and sold Speculative trading tactics Other types of investments Mutual funds Stock market indicators

### **Method(s) of Instruction**

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

### **Instructional Techniques**

Lecture/discussion of covered topics/internet activities. Students work in small groups to research and report to class on approved business topics—including written report.

### **Reading Assignments**

Articles from various media sources, assigned text

### **Writing Assignments**

Written report by teams on research project.

### **Out-of-class Assignments**

Written report by teams on research project. Short reports on current business articles from newspaper or business magazine. Case study reports.

### **Demonstration of Critical Thinking**

Multiple choice examinations.Extra credit for business magazine and newspaper articles relating to topics covered in course.

### **Required Writing, Problem Solving, Skills Demonstration**

### **Textbooks Resources**

1. Required Gaspar, Julian, et al. Introduction to Business, 2 ed. Boston: Houghton-Mifflin Company, 2016 Rationale: -
2. Required Gitman and McDaniel. The Future of Business, 5th ed. Mason, Ohio: Thomson, South-Western, 2005 Rationale: -
3. Required Nickels, William. Understanding Business, 13th ed. New York: The McGraw Hills Company, 2022
4. Required Nickels, William. . Business Connecting Principles to Practice, 2 ed. McGraw Hill, 2014
5. Required Pride, Willilam M.. Foundations of Business, 4 ed. Mason, Ohio: Cengage, 2015