

BUS G100: INTRODUCTION TO BUSINESS

Item	Value
Curriculum Committee Approval Date	10/15/2024
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	Yes
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)
Local General Education (GE)	Area 7E Lifelong Understanding and Self-Development (GE)
California State University General Education Breadth (CSU GE-Breadth)	CSU D Soc Politic Econ Inst (D)

Course Description

This course provides a multi-disciplinary examination of how culture, society, economic systems, political and legal systems, financial institutions, and human behavior interact to affect a business organization's policies and practices within the U.S. and global society. Students will learn about factors that impact the primary areas of business and affect the ability of a business to achieve its organizational goals. Such factors include organizational structure and design, leadership, human resource management, organized labor practices, marketing, consumer behavior, organizational communication, technology, entrepreneurship, legal affairs, accounting, financial practices, and stocks and securities markets. Transfer Credit: CSU; UC. C-ID: BUS 110. C-ID: BUS 110.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Interpret the meaning of key terms used in business.
3. Explain what is involved in starting, owning, and managing a business.
4. Discuss ethical and socially responsible business decisions in the workplace.
5. Describe economic, global, political, legal, financial, socio-demographic, and other environmental conditions that affect business operations.

Course Objectives

- 1. Distinguish between the primary economic systems.
- 2. Discuss the impact of ethical behaviors in business with a focus on Corporate Social Responsibility (CSR) and sustainability.
- 3. Compare the advantages/disadvantages in each form of business ownership.

- 4. Describe the key management functions of planning, organizing, leading, and controlling.
- 5. Identify current production and operations processes.
- 6. Define the marketing mix and key tools, terms, and strategies related to each element of the mix.
- 7. Describe how technology impacts all the primary functions of business.
- 8. 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.
- 9. Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analyses of business financial information.
- 10. Explain the methods employers use to recruit, hire, train, evaluate, compensate, and retain employees.
- 11. Determine factors that influence the pricing, promotion, inventory, and distribution of products.
- 12. Practice workplace soft skills such as communication, leadership, teamwork etc.

Lecture Content

Foundations of American Business The Private Enterprise System History of Business Forms of Business Enterprise From Transaction Management to Relationship Management Managing the Technology Revolution Developing and Sustaining a World-class Work Force Ethical and Social Responsibilities of Business Achieving Business Success by Demonstrating Ethical Behavior and CSR Shaping Organizational Ethics Controlling Business Behavior through Governmental Regulations Ethics and CSR in the Global Marketplace Economic Foundations Challenges Facing Global and Domestic Business Types of Economic Systems Indicators of Business Cycles Competing in the Global Marketplace Why Nations Trade Measuring Trade Reducing Barriers to International Trade International Organizations and Agreements Starting Your Own Business Categories of Entrepreneurs Characteristics of Entrepreneurs Starting a New Venture Types of Business Ownership Organizing Small Businesses Contributions of Small Business to the Economy Advantages and Disadvantages of Small Business Governmental, Financial, and Management Assistance for Small Business Strategies for Business Success in the Relationship Era The Need for Vision Strategic Planning Process Developing the Business Plan Management, Leadership, and the Internal Organization Definition and Functions of Management Corporate Culture Leadership Styles in Business Corporate and Organizational Structures Human Resources Management and Motivation Planning, Recruitment, Selection, Orientation, and Training Compensation and Benefits Theories of Motivation Empowerment, Teamwork, and Communication Labor-Management Relations Production and Operations Management Production Planning Facilities Planning Quality Management The Marketing Environment Customer Driven Marketing New Product Development Brand Loyalty and Brand Recognition Product Life Cycle Stages Segmenting the Target Market Marketing Mix Developing Goods and Services Pricing Goods and Services Distributing Goods and Services Promoting Goods and Services Technology and the Internet for Success Managing Information through Technology Understanding Accounting and Financial Statements Balance Sheet, Income Statement, Cash Flow Statement Financial Management and Institutions Financing and Investing through Securities Markets Aspects of Business Law Elements of a Contract Intellectual Property Rights Types of Legal Systems Worldwide Workplace Etiquette Communication

in the Workplace Teamwork in the Workplace International Business Customs

Method(s) of Instruction

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

Reading Assignments

Assigned textbook Business articles and journals

Writing Assignments

Analyze contemporary business cases to determine alternatives and select solutions. Collaborate to develop a business idea and write a preliminary business plan.

Out-of-class Assignments

Prepare for quizzes, reports, presentations etc. Research current business news stories to share for class discussions.

Demonstration of Critical Thinking

Analyze current business news stories/events and the effects that economic, political, legal, social, and cultural environments have on business. Work on simulations of business scenarios such as a stock market game that allows players to trade stocks and other financial instruments in a risk-free environment. These games are used as educational tools to teach participants how stock markets work and to practice investment strategies without using real money.

Required Writing, Problem Solving, Skills Demonstration

Develop a business plan with an idea for a product that solves a problem or provides an unmet need in the market. Prepare the business plan document and also present ("pitch") the business idea and plan to the class. Examine real-world cases such as ethical challenges and business strategies of various companies in order to analyze business decisions.

Eligible Disciplines

Business: Master's degree in business, business management, business administration, accountancy, finance, marketing, or business education OR bachelor's degree in any of the above AND master's degree in economics, personnel management, public administration, or Juris Doctorate (J.D.) or Legum Baccalaureus (LL.B.) degree OR bachelor's degree in economics with a business emphasis AND master's degree in personnel management, public administration, or J.D. or LL.B. degree OR the equivalent. Master's degree required. Management: Master's degree in business administration, business management, business education, marketing, public administration, or finance OR bachelor's degree in any of the above AND master's degree in economics, accountancy, taxation, or law OR the equivalent. Master's degree required. Marketing: Master's degree in business administration, business management, business education, marketing, advertising, or finance OR bachelor's degree in any of the above AND master's degree in economics, accountancy, taxation, or law OR the equivalent. Master's degree required. Accounting: Master's degree in accountancy or business administration with accounting concentration OR bachelor's degree in business with accounting emphasis or business administration with accounting emphasis or economics with an accounting emphasis AND master's degree in business, business administration, business education, economics, taxation, or finance OR the equivalent. Master's degree required. (NOTE: A bachelor's degree in accountancy or business administration

with accounting concentration, with a CPA license is an alternative qualification for this discipline)

Textbooks Resources

1. Required Gitman, L.J., et al. Introduction to Business, ed. OpenStax (OER), 2023

Other Resources

1. Business magazines and journals such as The Wall Street Journal, Harvard Business Review, online publications etc.