I. Catalog Information

BUS 10  Introduction to Business  5 Unit(s)

Advisory: English Writing 100 and Reading 100 (or Language Arts 100), or English as a Second Language 172 and 173. (Formerly Business 20.)

Five hours lecture.

An overview of the business disciplines, including a brief introduction to marketing, accounting, finance, management, human resources, information technologies, economics, international business, business planning, and the role of business in society.

II. Course Objectives

A. Analyze the role of business and its principles.
B. Analyze the social responsibility of business.
C. Evaluate government's role in business.
D. Discuss the legal forms of business.
E. Explain and calculate the basics of finance and accounting.
F. Interpret and analyze the securities market.
G. Describe and demonstrate decision making skills in a marketing environment.
H. Describe the role and functions of a manager, and apply decision making skills.
I. Explain the future of American business and its impact on career choices.
J. Describe the types of career opportunities available within the business environment. Recognize and identify personal interests and talents to obtain some insight into which career fields within the business arena merit further exploration.

III. Essential Student Materials

None.

IV. Essential College Facilities

None.

V. Expanded Description: Content and Form

A. Analyze the role of business and its principles.
   1. Major elements of an economic system.
   2. World economic systems.
   3. Mixed economic systems.
   4. Role of competition in an economic environment.
   5. The role of profits.
   6. The global environment.
   7. Careers in business.
B. Analyze the social responsibility of business.
   1. Business must respond to its environment.
   2. The social and cultural environment.
   3. The political environment and its impact on business.
4. The legal environment.

C. Evaluate government's role in business.
   2. Enforcing competition.
   3. Diversity issues in business.
   4. Regulation of business.
   5. Government influence on business.

D. Discuss the legal forms of business.
   1. Establishing a business.
   2. Selection of legal form of business ownership.
   3. The individual proprietorship.
   4. The partnership.
   5. Joint ventures or syndicates.
   6. The corporation.

E. Explain and calculate the basics of finance and accounting.
   2. The financial statements.
   4. Interpreting financial statements.
   5. Cash flow.
   6. Accounting.
   8. Different kinds of banks and loan institutions.
  10. Credit instruments.
  11. Typical loan interest.
  12. Application of accounting concepts in group/team work.

F. Interpret and analyze the securities market.
   1. Security exchanges and markets.
   2. How exchanges operate.
   3. Buying and selling securities.
   4. Regulation of securities.
   5. Reading the financial news.

G. Describe and demonstrate decision making skills in a marketing environment.
   1. Customers creation.
   2. Determining customer needs.
   4. Demographics.
   5. Definition of a product.
   6. The product life cycle.
   7. New product planning.
   8. Marketing channels.
   9. Use of marketing skills in a group/team environment.
H. Describe the role and functions of a manager, and apply decision making skills.
   1. The manager's job.
   2. Common characteristics of well managed firms.
   3. Planning.
   4. Organizing.
   5. Leading/directing.
   6. Controlling.
   7. Communication.
   8. Decision making.
   9. Human resource management.
  10. Production management.
  11. Demonstrate management skills in a group/team environment.
I. Explain the future of American business and its impact on career choices.
   1. The demographic revolution.
   2. The changing labor force.
   3. Changing educational emphasis.
   4. Technological changes.
   5. International markets.
J. Describe the types of career opportunities available within the business environment. Recognize and identify personal interests and talents to obtain some insight into which career fields within the business arena merit further exploration.
   1. Discover personal interests.
   2. Personality test.
   3. Career goal setting.
   4. Resume writing and job interviewing.
   5. Employment outlook.
VI. Assignments
   A. Required reading assignments.
   B. Recommended readings of selected articles.
   C. Cases to develop critical thinking skills.
   D. Workbook containing career guidance and evaluation.
   E. Directed term paper.
VII. Methods of Instruction
   Methods of instruction may include:
   Lecture and visual aids
   Discussion of assigned reading
   Discussion and problem solving performed in class
   In-class exploration of Internet sites
   Quiz and examination review performed in class
   Homework and extended projects
   Guest speakers
   Collaborative learning and small group exercises
   Collaborative projects
VIII. Methods of Evaluating Objectives
   A. Midterms: multiple choice and essay exams.
   B. Team work: simulation and/or group projects.
   C. Final exam: multiple choice and/or essay exam.
D. Directed term paper.

IX. Texts and Supporting References

A. Examples of Primary Texts and References


B. Examples of Supporting Texts and References