



**CREDIT COURSE OUTLINE**

**I. COVER PAGE**

(1) BA 10	(2) INTRODUCTION TO BUSINESS	(3) 3
Number	Title	Units

(4) Lecture / Lab Hours:	(8) Classification:
Course Hours	
Weekly Lec hours: 3.00	Degree applicable: X
Weekly Lab hours: 0	Non-degree applicable:
Total Contact hours: 54.00	Basic skills:
Lec will generate __ hour(s) outside work.	(9) RC Fulfills AS/AA degree requirement: (area)
Lab will generate __ hour(s) outside work.	General education category:
(5) Grading Basis: Grading Scale Only	Major:
Pass/No Pass option X	Certificate of:
Pass/No Pass only	Certificate in:
(6) Advisories:	(10) CSU Baccalaureate: X
(7) Pre-requisites (requires C grade or better):	(11) Repeatable: (A course may be repeated three times) 0
Corequisites:	(12) C-ID:
	Proposed Start Date: Fall 2012

(12) Catalog Description:  
A survey of the basic business areas: economic systems, management, marketing, finance, operations, human resources, law, entrepreneurship, and international business.

**II. COURSE OUTCOMES:**

*(Specify the learning skills the student demonstrates through completing the course and link critical thinking skills to specific course content and objectives.)*

Upon completion of this course, students will be able to:

- I. understand how businesses organize themselves, their advantages and disadvantages, and apply that knowledge to creating an optimal firm organization based on the business plan and the industry.
- II. use inductive and deductive methods of reasoning to analyze, to make generalizations, and to reach conclusions in relation to how government affects business operations.
- III. discuss problems and applications with the appropriate nomenclature in relation to various structural choices and be able to choose the appropriate structural model given the individual business needs.
- IV. apply business principles and practices with written/group assignments that will focus on the challenges the Federal Reserve system places upon beginning and established businesses.
- V. apply their learning of business management functions to formulate strategies to motivate colleagues and other employees (labor).
- VI. contrast, compare, and appraise the business world and how business is conducted within the U.S. and globally. Use problem solving skills related to the business enterprise to determine optimal business performance in a competitive marketplace (analyze financial statements, examine marketing strategies, design business systems, and formulate business decisions).

**III. COURSE OBJECTIVES:**

*(Specify major objectives in terms of the observable knowledge and/or skills to be attained.)*

In the process of completing this course, students will:

- I. describe the kinds of business organizations and the advantages/disadvantages inherent in each kind.
- II. demonstrate an understanding of how government affects business structure and operation.
- III. analyze basic internal organizational structures.
- IV. contrast and compare the controls utilized by the Federal Reserve System.
- V. categorize the basic management functions and analyze the role of the business manager in relation to labor.
- VI. describe the global business environment and analyze how it impacts U.S. businesses and government policies/regulations.
- VII. differentiate the four functions of marketing and how they interrelate with one another.
- VIII. analyze, describe, and interpret financial statements.
- IX. perform basic computational and problem solving analyses related to the business environment.

IV. COURSE OUTLINE:

Lecture Content:

- A. Organization of a Business
  - 1. Planning a business
  - 2. Selecting a form of business ownership
  - 3. Business ethics and social responsibility
- B. Business Environment
  - 1. Economic
  - 2. Industry
  - 3. Global
- C. Management
  - 1. Fundamentals of effective management
  - 2. Organizational structure
  - 3. Production management
  - 4. Improving production quality and efficiency
- D. Managing Employees
  - 1. Motivating employees
  - 2. Hiring, training, and evaluating employees
- E. Marketing Strategies
  - 1. Product and pricing
  - 2. Distribution
  - 3. Promotion
- F. Financial Management
  - 1. Accounting and financial management
  - 2. Financing
  - 3. Business Investment
- G. Management Information Systems
- H. Risk Management
- I. Synthesis of Business Functions

V. APPROPRIATE READINGS

Reading assignments may include but are not limited to the following:

- I. Sample Text Title:
  - 1. Recommended - Ebert & Griffin *Business Essentials*, ed. 8th Prentice Hall, 2010,  
or
  - 2. Recommended - Kelly, M. & McGowen, J. *BUSN*, ed. 5 South Western Cengage Learning, 2012,
- II. Other Readings
  - 1. Recommended - *Wall Street Journal Forbes Fortune Business Week*
  - 2. Recommended - *Business-related materials such as annual reports; training manuals; policies and procedures; mission, values, and vision statements, and etc.*

- Global or international materials or concepts are appropriately included in this course
- Multicultural materials and concepts are appropriately included in this course

If either line is checked, write a paragraph indicating specifically how global/international and/or multicultural materials and concepts relate to content outline and/or readings.

VI. METHODS TO MEASURE STUDENT ACHIEVEMENT AND DETERMINE GRADES:

Students in this course will be graded in at least one of the following four categories. Please check those appropriate. A degree applicable course must have a minimum of one response in category A, B, or C.

<b>A. Writing</b>			
Check either 1 or 2 below			
X	<b>1. Substantial writing assignments are required. Check the appropriate boxes below and provide a written description in the space provided.</b>		
	<b>2. Substantial writing assignments are NOT required. If this box is checked leave this section blank. For degree applicable courses you must complete category B and/or C.</b>		
X	a) essay exam(s)	X	d) written homework
	b) term or other paper(s)	X	e) reading reports
	c) laboratory report(s)		f) other (specify)

Required assignments may include but are not limited to the following:

- 1. Read and report on Wall Street Journal articles and magazine articles from Fortune, Forbes, Business Week, Inc., etc.
- 2. Reading and writing on current business topics

<b>B. Problem Solving</b> Computational or non-computational problem-solving demonstrations, including:
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X	a) exam(s)		d) laboratory reports
	b) quizzes		e) field work
	c) homework problems		f) other (specify):

**Required assignments may include but are not limited to the following:**

Calculating ratios to determine health of a business firm

<b>C. Skill demonstrations, including:</b>			
	a) class performance(s)		c) performance exams(s)
	b) field work		d) other (specify)

**Required assignments may include but are not limited to the following:**

<b>D. Objective examinations including:</b>			
X	a) multiple choice	X	d) completion
	b) true/false		e) other (specify):
X	c) matching items		

**COURSE GRADE DETERMINATION:**

Description/explanation: Based on the categories checked in A-D, it is the recommendation of the department that the instructor's grading methods fall within the following departmental guidelines; however, the final method of grading is still at the discretion of the individual instructor. The instructor's syllabus must reflect the criteria by which the student's grade has been determined. (A minimum of five (5) grades must be recorded on the final roster.)

If several methods to measure student achievement are used, indicate here the approximate weight or percentage each has in determining student final grades.

**VII. EDUCATIONAL MATERIALS**

For degree applicable courses, the adopted texts, as listed in the college bookstore, or instructor-prepared materials have been certified to contain college-level materials.

Validation Language Level (check where applicable):

College-Level Criteria Met	
YES	NO
<u>  X  </u>	<u>      </u>
<u>  X  </u>	<u>      </u>
<u>      </u>	<u>  X  </u>
<u>      </u>	<u>  X  </u>

- Textbook
- Reference materials
- Instructor-prepared materials
- Audio-visual materials

Indicate Method of evaluation:

- Used readability formulae (grade level 10 or higher)
- Text is used in a college-level course   X
- Used grading provided by publisher
- Other: (please explain; relate to Skills Levels)

*Computation Level* (Eligible for MATH 101 level or higher where applicable)   X         

- Content
- Breadth of ideas covered clearly meets college-level learning objectives of this course   X
- Presentation of content and/or exercises/projects:
- Requires a variety of problem-solving strategies including inductive and deductive reasoning.   X
- Requires independent thought and study   X
- Applies transferring knowledge and skills appropriately and efficiently to new situations or problems.   X

List of Reading/Educational Materials

- Recommended - Ebert & Griffin *Business Essentials*, ed. 8th Prentice Hall, 2010,
- Recommended - Kelly, M. & McGowen, J. *BUSN*, ed. 5 South Western Cengage Learning, 2012,

Comments:

- This course requires special or additional library materials (list attached).
- This course requires special facilities:

Attached Files:

**BASIC SKILLS ADVISORIES PAGE** The skills listed are those needed for eligibility for English 125, 126, and Math 201. These skills are listed as the outcomes from English 252, 262, and Math 250. In the right hand column, list at least three major basic skills needed at the beginning of the target course and check off the corresponding basic skills listed at the left.

Check the appropriate spaces.

- Eligibility for Math 201 is advisory for the target course.  
 Eligibility for English 126 is advisory for the target course.  
 Eligibility for English 125 is advisory for the target course.

*If the reviewers determine that an advisory or advisories in Basic Skills are all that are necessary for success in the target course, stop here, provide the required signatures, and forward this form to the department chair, the appropriate associate dean, and the curriculum committee.*

#### **REQUISITES**

No requisites

### **JUSTIFICATION OF LIMITATION ON ENROLLMENT**

Enrollment in courses or blocks of courses may be limited based on performance, honors, or other performance based criteria. Be mindful of the disproportionate impact the limitation will have on specific groups of students. It is important to determine if the limitation will disproportionately keep under-represented students from enrolling in the course or block of courses.

Describe the reasons for limiting the enrollment.

Course Designator: BA 10

Course Title(s): INTRODUCTION TO BUSINESS

Rationale for Limiting Enrollment:

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