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Business (BUSN) 1500 Introduction to Business (3 Units) CSU:UC
[formerly Business 32]

Advisory: Eligibility for English 1500 strongly recommended.

Total Hours: 48 hours lecture

Catalog Description: A survey course in business providing a multidisciplinary examination of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization's policy and practices within the U.S. and a global society. This course demonstrates how these influences impact the primary areas of business including: organizational structure and design; leadership, human resource management, organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, financial practices; the stock and securities market; and therefore affect a business' ability to achieve its organizational goals. C-ID: BUS 110

Type of Class/Course: Degree Credit

Text: Boone, Louis E. and David L. Kurtz. *Contemporary Business*. 15th ed. Hoboken: Wiley and Sons, 2012. Print.

Additional Required Materials: None

Course Objectives:

By the end of the course, a successful student will be able to:

1. Cite the various ways the U.S. government affects, restricts, and protects business,
2. Compare the advantages/disadvantages in each form of business ownership,
3. Define business ethics and explain the role of social responsibility in an organization,
4. Compare the primary economic systems,
5. Identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets,
6. Define and describe the key management functions of planning organizing, leading, and controlling,
7. Identify current production & operations processes. Address sustainability,
8. Identify key human resource management functions and laws,
9. Identify the marketing mix and key tools, terms and strategies related to each element,

10. Describe and identify how technology impacts all the primary functions of business,
11. Evaluate the basic components of financial statements and ratio analysis,
12. 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,
13. Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information,
14. Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system, and
15. Summarize the components of risk management and basic insurance concepts.

Course Scope and Content:

- Unit I Foundations of American Business
 - A. History and framework of business

- Unit II Forms of Business Enterprise
 - A. Compare advantages and disadvantages of each form of business ownership

- Unit III Ethical and Social Responsibilities of Business
 - A. Define business ethics and explain role of social responsibility in organizations

- Unit IV Economic Foundations
 - A. Compare primary economics systems
 - B. Cite ways in which government affects, restricts, and protects businesses

- Unit V International Business
 - A. Examine global competition and international economics
 - B. Identify international business operations across legal, social, cultural environments
 - C. Examine business operations in interdependent and integrated financial markets

- Unit VI Management, Leadership, and Motivation
 - A. Compare key management functions of planning, organizing, leading, and controlling

- Unit VII Production and Operations Management
 - A. Identify current production and operations processes
 - B. Examine sustainability issues

- Unit VIII Human Resource Management
 - A. Compare key human resource functions
 - B. Analyze critical law impacting human resources

- Unit IX Marketing and Consumer Behavior
 - A. Identify a marketing mix

- B. Examine the key tools, terms, and strategies related to the mix elements

Unit X E-Business and Information Technology

- A. Describe how technology impacts the primary functions of business
- B. Develop a process for using technology to manage a business

Unit XI Accounting

- A. Evaluate the basic components of financial statements
- B. Use ratio analysis to evaluate financial statements

Unit XII Financial Management

- A. Explore how finance is used in business operations including investing
- B. Examine the processes involved in internal and external financing
- C. Identify elements useful in controlling internal and external financial events

Unit XIII Securities Markets and the Financial System

- A. Identify securities markets including investment options and mechanisms of investing
- B. How to conduct a basic analysis of business financial information

Unit XIV Business Law

- A. Explain elements and uses of contracts, torts, and intellectual property

Unit XV Risk Management and Insurance

- A. Identify basic elements of insurance
- B. Perform risk assessments found in common business environments

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 6 hours per week outside of the regular class time doing the following:

1. Studying class notes
2. Completing required reading
3. Developing theoretical concepts through projects
4. Constructing managerial models, cases, and scenarios

Methods of Instruction:

1. Lectures
2. Audiovisual presentations
3. Group explorations
4. Case study and scenario presentations and analysis
5. Demonstrations

Methods of Evaluation:

1. Writing assignments including:
 - a. topic paper written under American Psychological Association (APA) style guide
 - b. chapter reviews
 - c. chapter critical analysis reflections
 - d. résumé and cover letter

2. Computational and non-computational problem-solving demonstrations including:
 - a. exams
 - b. quizzes
 - c. case study recommendations and solutions
 - d. formative assessments

3. Other subjective examinations using combinations of
 - a. multiple choice questions
 - b. true and false questions
 - c. short answer questions
 - d. fill in the blank responses

4. Participation including:
 - a. role-playing and group activities
 - b. oral presentations and demonstrations
 - c. discussion responses
 - d. scenario reflections

5. Projects including:
 - a. multimedia presentations
 - b. business scenario responses
 - c. action plans
 - d. formal written reports
 - e. portfolios
 - f. community service projects
 - g. building and analyzing case studies