Course Acronym:	BUS
Course Number:	101
Descriptive Title:	Introduction to Business
Division:	Business
Department:	Business Management
Course Disciplines:	Business, Management, Marketing
Catalog Description:	This course is a survey of organization and management factors influencing the establishment, location, and operation of businesses. This course emphasizes the functional area of accounting as well as the legal framework within which business activities are conducted. The course also emphasizes the principles of Total Quality Management (TQM) in a multicultural and globalized environment.
Prerequisite:	
Co-requisite:	
Recommended Preparation:	Eligibility for English C1000 or equivalent
Enrollment Limitation:	45
Hours Lecture (per week):	3
Hours Laboratory (per week):	0
Outside Study Hours:	6
Total Course Hours:	54
Course Units:	3
Grading Method:	Letter Grade and Pass/No Pass
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	Fall 1995
Transfer UC:	Yes
Effective Date:	Fall 1998
General Education: ECC	
Term:	
Other:	
CSU GE:	
Term:	
Other:	

IGETC:	
Term:	
Other:	
CalGETC:	
Term:	
Other:	
Student Learning Outcomes:	**SLO #1 Economic Indicators** Students will demonstrate their understanding of how economics affect a business and the various economic indicators. **SLO #2 Organizational Structures** Students will explain how a business is organized by applying organizational models. **SLO #3 Management of Human Resources** Students will demonstrate their knowledge of managing and motivating employees by applying various compensation and motivational models. **SLO #4 Marketing** Students will explain how marketing activities help to create consumer wants and sell products and services. **SLO #5 Managing Financial Resources** Students will demonstrate how to make financial decisions by understanding basic accounting and financial statements.
Course Objectives:	1. Develop an understanding of the marketplace for developing a business in the diverse global environment of the 21st century. 2. Learn how to form a business and distinguish between the various business entities. 3. Examine the styles of management and the leadership required to plan and implement an efficient organizational structure. 4. Examine the behavioral concepts and theories which must be considered in the management of human resources. 5. Develop an understanding of marketing the products and services of a business. 6. Examine the necessary elements of a financially well-managed company.
Major Topics:	**I. The International Business Marketplace (9 hours, lecture)** 1. A. Doing Business in a Global Marketplace including International Trade B. Economic foundations of American Business C. International Trade and Regulatory Processes (I.E. tariff, embargo) D. Understanding Business Economics and International Forces (I.E.: exchange rate) E. Social and Cultural Factors Influencing International Business Relationships

F. Business Ethics and Social Responsibility

II. Business Ownership (6 hours, lecture)

1.
   A. Forming Brick and Mortar and Online E-Commerce Businesses
   B. Entrepreneurship and Small Business Development
   C. Entity Structures

III. Business Management (9 hours, lecture)

1.
   A. Leadership
   B. Organizational Structure
   C. Production and Operations
   D. Information Systems to Support Product Production/Inventory Management (CAD, CAM, MRP, ERP)

IV. The Business of Human Resources (9 hours, lecture)

1.
   A. Human Resource Management and Human Resources Information System
   B. Employee Motivation
   C. Unions and Employee Management

V. Marketing (9 hours, lecture)

1.
   A. Purpose of Marketing
   B. Promotional Strategies (traditional print, TV, radio and new media including online ads and tracking)
   C. Consumer Behavior
   D. Product and Service Pricing
   E. Product Distribution
   F. Pricing Strategies

VI. Managing Resources (9 hours, lecture)

1.
   A. Accounting and Financial Data Management
   B. Financial Management
   C. Financing the Business
   D. Money and Financial Institutions
   E. Risk Management

VII. Legal Aspects of Business (3 hours, lecture)

1.
   A. Civil Rights Act of 1964 and 1991
   B. Equal Employment Opportunity Act

	C. Americans with Disabilities Act of 1990
Total Lecture Hours:	54
Total Laboratory Hours:	0
Total Hours:	54
A.1. Primary Methods of Evaluation (Part 1 - CCN courses only):	1) Substantial writing assignments
A.2. Primary Method of Evaluation (Part 2 - all courses; choose one):	2) Problem solving demonstrations (computational or non-computational)
Typical Assignment Using Primary Method of Evaluation:	What are the advantages and disadvantages of Entrepreneurship? Entrepreneurial endeavors can be risky decisions. Thousands of new businesses are started and thousands of others fail each year. Why would someone give up the security of working for others to assume the risk of business ownership? Find out by interviewing one or more small-business owner(s) in your area. Ask them the following questions and any other appropriate questions. • Did you ever work for someone else? If so, why did you stop? If no, why did you pursue entrepreneurship without any other working experience? • Why did you want to go into business for yourself? • What expectations did you have when you started the business? Were these expectations fulfilled? • What advice do you have for an entrepreneur thinking of starting a new business today? • What decisions that you made along the way would you have changed? Required: Summarize your interview and apply the entrepreneurship concepts. For example: you might discuss why business owners take risks, attributes of entrepreneurs, how they resolve problems, their needs for resources to get started (capital, idea, IT, budget, etc.), assistance from the SBA, small business management, business plan, and/or start-up source of funding. Your summary should fill one page, single-spaced.
Critical Thinking Assignment 1:	Describe the four functions of management and define each of these functions. In a two-page report discuss these essential aspects of business leadership.
Critical Thinking Assignment 2:	Describe the key organizing functions of business management in a three-page report.
Other Evaluation Methods:	Completion, Homework Problems, Matching Items, Multiple Choice, Objective Exam, Other Exams, Quizzes, Reading Reports, True/False, Written Homework
Instructional Methods:	Demonstration, Discussion, Lecture
If other:	

Work Outside of Class:	Answer questions, Problem solving activity, Required reading, Study, Written work (such as essay/composition/report/analysis/research)
If Other:	
Up-To-Date Representative Texts:	Nickels, McHugh, McHugh. Understanding Business. 2024 ed. McGraw-Hill, 2024.
Alternative Texts:	
Required Supplementary Readings:	
Other Required Materials:	
Requisite:	
Category:	
Requisite course(s): List both prerequisites and corequisites in this box.	
Requisite and Matching skill(s):Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable	
Requisite course:	
Requisite and Matching skill(s):Bold the requisite skill. List the corresponding course objective under each skill(s).	
Requisite Skill:	Eligibility for English C1000
Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	**This course involves reading college level textbooks, developing projects, and answering essay questions. A student's success in this class will be enhanced if they have these skills.** Summarize, analyze, evaluate, and synthesize college-level texts. Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	

Course Created by:	Phillip L. Knypstra/Francis W. De Fea
Date:	03/10/1967
Original Board Approval Date:	
Last Reviewed and/or Revised by:	John Mufich
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Effective Term:	FA 2026