



**El Camino College**  
**COURSE OUTLINE OF RECORD – Approved**

**I. GENERAL COURSE INFORMATION**

**Subject and Number:** Business 20  
**Descriptive Title:** Business Management  
**Course Disciplines:** Business or Management  
**Division:** Business

**Catalog Description:**

This course is a study of the concepts and procedures critical to managing a business successfully in a global, competitive environment. Planning, organizing, leading, controlling, and the application of managerial concepts are discussed.

Note: Letter grade or pass/no pass option.

**Conditions of Enrollment:**

**Recommended Preparation:** eligibility for English 84 AND eligibility for English A

<b>Course Length:</b>	<b>X Full Term</b>	<b>Other (Specify number of weeks):</b>
<b>Hours Lecture:</b>	<b>3.00 hours per week</b>	<b>TBA</b>
<b>Hours Laboratory:</b>	<b>0 hours per week</b>	<b>TBA</b>
<b>Course Units:</b>	<b>3.00</b>	

**Grading Method:** Both  
**Credit Status:** Associate Degree Credit

**Transfer CSU:** X Effective Date: Prior to July 1992  
**Transfer UC:** No

**General Education:**

**El Camino College:**

**CSU GE:**

**IGETC:**

## II. OUTCOMES AND OBJECTIVES

### A. COURSE STUDENT LEARNING OUTCOMES (The course student learning outcomes are listed below, along with a representative assessment method for each. Student learning outcomes are not subject to review, revision or approval by the College Curriculum Committee)

1. SLO #1 Managerial Functions  
Explain key managerial functions including: planning, organizing, leading and controlling.
2. SLO #2 Strategic Planning  
Apply the strategic planning process to a business scenario and recommend an action plan.
3. SLO #3 Integrated Planning  
Analyze and express how all aspects of an organization (marketing, accounting, operations, human resources etc.) interrelate to support the goals of the large organization.

The above SLOs were the most recent available SLOs at the time of course review. For the most current SLO statements, visit the El Camino College SLO webpage at <http://www.elcamino.edu/academics/slo/>.

### B. Course Student Learning Objectives (The major learning objective for students enrolled in this course are listed below, along with a representative assessment method for each)

1. Identify and describe factors that impact a business including laws and regulations, the economy, technology, competition, and culture.  
**Multiple Choice**
2. Understand and apply planning concepts that shape a business such as: SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, ethical decision making process, and planning for an entrepreneurial endeavor.  
**True/False**
3. Differentiate horizontal and vertical organizational structures and the advantages and disadvantages of each type.  
**Written homework**
4. Identify the various aspects of human resources management and understand how each supports an organization's objectives  
**Other (specify)**  
**Short answer**
5. Compare and contrast leadership styles and identify motivation techniques.  
**Multiple Choice**
6. Name and explain various control systems such as bureaucratic, budgetary, financial, and performance requirements.  
**Written homework**

**III. OUTLINE OF SUBJECT MATTER (Topics are detailed enough to enable a qualified instructor to determine the major areas that should be covered as well as ensure consistency from instructor to instructor and semester to semester.)**

<b>Lecture or Lab</b>	<b>Approximate Hours</b>	<b>Topic Number</b>	<b>Major Topic</b>
Lecture	9	I	Evolution of Management A. Historical approaches of management. B. Function of management and the challenges managers face. C. Sources of sustained competitive advantage. D. Impact of environment on an organization including macro-environment, competition, and culture.
Lecture	6	II	Ethics and Corporate Responsibility A. Ethical dilemmas and various ethical perspectives. B. Strategies to incorporate ethics into the workplace. C. Levels of corporate social responsibility and the natural environment.
Lecture	6	III	Strategic Planning and Decision Making A. Strategic planning process and incorporate SWOT analysis when making decisions. B. Human barriers to making good decisions.
Lecture	3	IV	Entrepreneurship A. Start-ups, franchises, home-based businesses, and internet businesses. B. Entrepreneurial challenges and opportunities that are likely to succeed.
Lecture	3	V	Organizing for Action A. Horizontal and vertical structures for an organization. B. Value of agile companies and benefits of being customer focused.
Lecture	6	VI	Human Resources and Diversity A. Hiring, training, and performance evaluation processes. B. Reward and incentive systems. C. History of organized labor unions and labor relations groups. D. Value of establishing a diverse workforce.
Lecture	6	VII	Leadership and Motivation A. Qualities of leaders and managers. B. Various perspectives of leadership. C. Similarities and differences among motivational theories.
Lecture	6	VIII	Teamwork and Communication A. Team dynamics and theories of effective team development. B. Strategies for resolving conflict.

			C. Communication styles and the impact of channel selection including using current technology.
Lecture	6	IX	Managerial Control A. Control systems including bureaucratic, budgetary, financial, and performance controls.
Lecture	3	X	Innovation and Change A. Benefits of adopting new technology and practices. B. Multi-stage model for change.
<b>Total Lecture Hours</b>		54	
<b>Total Laboratory Hours</b>		0	
<b>Total Hours</b>		54	

#### IV. PRIMARY METHOD OF EVALUATION AND SAMPLE ASSIGNMENTS

##### A. PRIMARY METHOD OF EVALUATION:

Substantial writing assignments

##### B. TYPICAL ASSIGNMENT USING PRIMARY METHOD OF EVALUATION:

SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis is a key strategic planning and decision making concept. Select a public company that interests you and conduct internet research to learn about the organization. Analyze the internal and external environment of the company. Create a list of the strengths, weaknesses, opportunities, and threats that face the company you selected. Use the labels: strengths, weaknesses, opportunities, and threats to identify each section. After you complete the analysis think of one action/recommendation for each of the four areas that the company should take to further improve the business. Write a one page summary using full sentences rather than phrases.

##### C. COLLEGE-LEVEL CRITICAL THINKING ASSIGNMENTS:

- One important aspect of organizing a company is managing human resources. Most employees are motivated by a reward system. After reading the chapter, answer the following questions:
  - How would you define an effective reward system?
  - What role do benefits serve in a reward system?
  - Discuss all the types of benefits that should be included in the system. Why is each important?
  - Think about what type of benefits are most motivating to you. What benefits would motivate you to excel? Are there any that do not?

Your responses to these questions should be thorough and fill one to two pages, single spaced.

- After you have read Chapter 2, The Evolution of Management, select one of the following well regarded contributors and/or leaders in the field of management:

Fredrick Taylor

Stephen Covey

Frank and Lillian Gilbreth

Jim Collins

Max Weber

Jack Welch

Mary Park Follett

Herb Kelleher

Douglas McGregor

Sam Walton

Chris Argyris

Lou Gerstner

Peter Drucker

Michael Porter

3. In a one page, type-written paper, discuss the background of the selected person (I.E.: Education, work experience, industry). What theory or major accomplishment is the person known for? How did they impact the field of management and/or industry? Why did you select this person? If they were engaged in the business arena today, what do you think they would say about working in the field of business now?

**D. OTHER TYPICAL ASSESSMENT AND EVALUATION METHODS:**

Other exams  
Reading reports  
Written homework  
Homework Problems  
Multiple Choice  
Completion  
Matching Items  
True/False

**V. INSTRUCTIONAL METHODS**

Demonstration  
Lecture  
Multimedia presentations  
Other (please specify) Group Case Study

**Note: In compliance with Board Policies 1600 and 3410, Title 5 California Code of Regulations, the Rehabilitation Act of 1973, and Sections 504 and 508 of the Americans with Disabilities Act, instruction delivery shall provide access, full inclusion, and effective communication for students with disabilities.**

**VI. WORK OUTSIDE OF CLASS**

Study  
Answer questions  
Required reading  
Problem solving activities  
Other (specify)  
Written homework

**Estimated Independent Study Hours per Week: 6**

**VII. TEXTS AND MATERIALS**

**A. UP-TO-DATE REPRESENTATIVE TEXTBOOKS**

Richard Daft. Management. 13th ed. Cengage, 2018.

**B. ALTERNATIVE TEXTBOOKS**

**C. REQUIRED SUPPLEMENTARY READINGS**

**D. OTHER REQUIRED MATERIALS**

**VIII. CONDITIONS OF ENROLLMENT**

**A. Requisites (Course and Non-Course Prerequisites and Corequisites)**

Requisites	Category and Justification
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**B. Requisite Skills**

Requisite Skills
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**C. Recommended Preparations (Course and Non-Course)**

Recommended Preparation	Category and Justification
Non-Course Recommended Preparation AND eligibility for English 84	Students must be eligible for English 84 to ensure they have the reading skills necessary to comprehend the reading assignments and ability to apply the management theories discussed.
Non-Course Recommended Preparation eligibility for English A	Students must be eligible for English A to ensure they have the writing skills necessary to complete the writing assignments.

**D. Recommended Skills**

Recommended Skills
<p>Demonstrate rules of English grammar, mechanics, and usage. Able to write concise sentences. Able to read with comprehension computer concept and technical information, business case studies, and software usage instructions. Demonstrate study and test-taking techniques.</p> <p>ENGL 82 - Identify at the paragraph level the topic sentence, supporting details, transitions and patterns of organization of short reading selections.</p> <p>ENGL 82 - Discuss elements of a book-length text orally or by means of journals, summaries or compositions.</p> <p>ENGL 82 - Employ basic study skills and reading strategies to explain at the literal level the content of a text.</p> <p>ENGL 82 - Employ basic critical thinking skills such as distinguishing fact from opinion, making valid inferences, and formulating implied main ideas.</p>
<p>Ability to complete college level written assignments using proper formatting, sentence structure and grammar.</p> <p>ENGL B - Apply appropriate strategies from the writing process to create, compose, revise, and edit drafts.</p>

**E. Enrollment Limitations**

Enrollment Limitations and Category	Enrollment Limitations Impact
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Course created by Phillip Knypstra on 08/01/1973.

BOARD APPROVAL DATE:

LAST BOARD APPROVAL DATE: 12/17/2018

Last Reviewed and/or Revised by: M Som de Cerff

Date: 9/26/18

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