



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

**I. GENERAL COURSE INFORMATION**

**Subject and Number:** Business 25  
**Descriptive Title:** Introduction to Business  
**Course Disciplines:** Management or Marketing and Business  
**Division:** Business

**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.

Note: Letter grade or pass/no pass option.

**Conditions of Enrollment:**

**Recommended Preparation:** eligibility for English 84

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

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

**Transfer CSU:** X **Effective Date:** Prior to July 1992  
**Transfer UC:** X **Effective Date:** Prior to July 1992

**General Education:**

**El Camino College:**

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**CSU GE:**

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**IGETC:**

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## 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 Economic Indicators: Students will demonstrate their understanding of how economics affect a business and the various economic indicators.
2. SLO #2 Organizational Structures: Students will explain how a business is organized by applying organizational models.
3. SLO #3 Management of Human Resources: Students will demonstrate their knowledge of managing and motivating employees by applying various compensation and motivational models.
4. SLO #4 Marketing: Students will explain how marketing activities help to create consumer wants and sell products and services.
5. SLO #5 Managing Financial Resources: Students will demonstrate how to make financial decisions by understanding basic accounting and financial statements.

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. Develop an understanding of the marketplace for developing a business in the diverse global environment of the 21<sup>st</sup> century.  
Other (specify)  
**Objective exams/Quiz**
2. Learn how to form a business and distinguish between the various business entities.  
Other (specify)  
**Objective exams/Quiz**
3. Examine the styles of management and the leadership required to plan and implement an efficient organizational structure.  
Other (specify)  
**Objective exams/Quiz**
4. Examine the behavioral concepts and theories which must be considered in the management of human resources.  
Other (specify)  
**Objective exams/Quiz**
5. Develop an understanding of marketing the products and services of a business.  
Other (specify)  
**Objective exams/Quiz**
6. Examine the necessary elements of a financially well-managed company.  
Other (specify)  
**Objective exams/Quiz**

**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	<p>The International Business Marketplace</p> <ul style="list-style-type: none"> <li>A. Doing Business in a Global Marketplace including International Trade</li> <li>B. Economic foundations of American Business</li> <li>C. International Trade and Regulatory Processes (I.E. tariff, embargo)</li> <li>D. Understanding Business Economics and International Forces (I.E.: exchange rate)</li> <li>E. Social and Cultural Factors Influencing International Business Relationships</li> <li>F. Business Ethics and Social Responsibility</li> </ul>
Lecture	6	II	<p>Business Ownership</p> <ul style="list-style-type: none"> <li>A. Forming Brick and Mortar and Online E-Commerce Businesses</li> <li>B. Entrepreneurship and Small Business Development</li> </ul>
Lecture	9	III	<p>Business Management</p> <ul style="list-style-type: none"> <li>A. Leadership</li> <li>B. Organizational Structure</li> <li>C. Production and Operations</li> <li>D. Information Systems to Support Product Production/Inventory Management (CAD, CAM, MRP, ERP)</li> </ul>
Lecture	9	IV	<p>The Business of Human Resources</p> <ul style="list-style-type: none"> <li>A. Human Resource Management and Human Resources Information System</li> <li>B. Employee Motivation</li> <li>C. Unions and Employee Management</li> </ul>
Lecture	9	V	<p>Marketing</p> <ul style="list-style-type: none"> <li>A. Purpose of Marketing (traditional print, tv, radio and new media including online ads and tracking)</li> <li>B. Consumer Behavior</li> <li>C. Product and Service Pricing</li> <li>D. Product Distribution</li> <li>E. Promotional Strategies</li> </ul>
Lecture	9	VI	<p>Managing Resources</p> <ul style="list-style-type: none"> <li>A. Accounting and Financial Data Management</li> <li>B. Financial Management</li> <li>C. Financing the Business</li> <li>D. Money and Financial Institutions</li> <li>E. Risk Management</li> </ul>

Lecture	3	VII	Legal Aspects of Business 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	

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

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

Substantial writing assignments

##### B. 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.

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

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.
2. Describe the key organizing functions of business management in a three-page report.

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

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

## V. INSTRUCTIONAL METHODS

Demonstration  
Discussion  
Lecture

**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  
Written work

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

## VII. TEXTS AND MATERIALS

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

Nickels, McHugh, McHugh. Understanding Business. 12th ed. McGraw Hill, 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 eligibility for English 84	This course requires significant reading in the areas of management and business law. Accompanying those readings are critical analysis and composition assignments.

### D. Recommended Skills

Recommended Skills
Be able to read with comprehension approximately 25 pages weekly of business-related text. ENGL 82 - Utilize prior knowledge and experience to construct meaning at a literal level of a given text. ENGL 82 - Identify at the paragraph level the topic sentence, supporting details, transitions and patterns of organization of short reading selections.

ENGL 82 - Expand vocabulary through use of dictionary, study of word parts, and skilled use of context clues.  
ENGL 82 - Discuss elements of a book-length text orally or by means of journals, summaries or compositions.  
ENGL 82 - Employ basic study skills and reading strategies to explain at the literal level the content of a text.  
ENGL 82 - Employ basic critical thinking skills such as distinguishing fact from opinion, making valid inferences, and formulating implied main ideas.

**E. Enrollment Limitations**

<b>Enrollment Limitations and Category</b>	<b>Enrollment Limitations Impact</b>
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**Course created by Phillip L. Knypstra/Francis W. De Fea on 03/10/1967.**

**BOARD APPROVAL DATE:**

**LAST BOARD APPROVAL DATE: 10/21/2019**

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

**Date: 9/3/19**