

BUSAD101 : Introduction To Business

General Information

Author:	<ul style="list-style-type: none">• Sophia Possidon• Zakaria, Marisa• Kachatourian, Daron• Dixon, Michael• Bender, Jason• Cardona, Rafael
Course Code (CB01) :	BUSAD101
Course Title (CB02) :	Introduction To Business
Department:	BUSAD
Proposal Start:	Fall 2024
TOP Code (CB03) :	(0501.00) Business and Commerce, General
CIP Code:	(52.0101) Business/Commerce, General.
SAM Code (CB09) :	Clearly Occupational
Distance Education Approved:	No
Will this course be taught asynchronously?:	No
Course Control Number (CB00) :	CCC000590055
Curriculum Committee Approval Date:	02/28/2024
Board of Trustees Approval Date:	04/16/2024
Last Cyclical Review Date:	02/28/2024
Course Description and Course Note:	BUSAD 101 introduces students to the field of business, including the functions, characteristics, organization, and challenges of business. The course serves as a foundation for later specialized study, and directs the thinking of students to possible careers.
Justification:	Mandatory Revision
Academic Career:	<ul style="list-style-type: none">• Credit

Academic Senate Discipline

Primary Discipline:	<ul style="list-style-type: none">• Business
Alternate Discipline:	No value
Alternate Discipline:	No value

Course Development

Basic Skill Status (CB08)

Course is not a basic skills course.

Allow Students to Gain Credit by Exam/Challenge

Course Special Class Status (CB13)

Course is not a special class.

Pre-Collegiate Level (CB21)

Not applicable.

Grading Basis

- Grade with Pass / No-Pass Option

Course Support Course Status (CB26)

Course is not a support course

Transferability & Gen. Ed. Options

General Education Status (CB25)

Not Applicable

Transferability

Transferable to both UC and CSU

Transferability Status

Approved

C-ID	Area	Status	Approval Date	Comparable Course
BUS	Business	Approved	09/03/2013	BUS 110 - Introduction to Business

Units and Hours

Summary

Minimum Credit Units (CB07)	3
Maximum Credit Units (CB06)	3
Total Course In-Class (Contact) Hours	54
Total Course Out-of-Class Hours	108
Total Student Learning Hours	162

Credit / Non-Credit Options

Course Type (CB04)

Credit - Degree Applicable

Noncredit Course Category (CB22)

Credit Course.

Noncredit Special Characteristics

No Value

Course Classification Code (CB11)

Credit Course.

Variable Credit Course

Funding Agency Category (CB23)

Not Applicable.

Cooperative Work Experience
 Education Status (CB10)

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	3	6

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	54

Laboratory Hours	0	0
Studio Hours	0	0

Course In-Class (Contact) Hours	
Lecture	54
Laboratory	0
Studio	0
Total	54

Course Out-of-Class Hours	
Lecture	108
Laboratory	0
Studio	0
Total	108

Time Commitment Notes for Students

No value

Units and Hours - Weekly Specialty Hours

Activity Name	Type	In Class	Out of Class
No Value	No Value	No Value	No Value

Pre-requisites, Co-requisites, Anti-requisites and Advisories

No Value

Entry Standards

Entry Standards

Course Limitations

Cross Listed or Equivalent Course

Specifications

Methods of Instruction

Methods of Instruction Lecture

Methods of Instruction Discussion

Methods of Instruction Multimedia

Methods of Instruction Collaborative Learning

Methods of Instruction Guest Speakers

Out of Class Assignments

- Business plan (e.g. write a business plan for a small business in the community)
- Term project (e.g. write a report summarizing a current development in business such as the use of social media-based marketing)

Methods of Evaluation

Rationale

Exam/Quiz/Test

Midterm

Exam/Quiz/Test

Final examination

Textbook Rationale

No Value

Textbooks

Author	Title	Publisher	Date	ISBN
Nickels, William G.; McHugh, James; McHugh, Susan	Understanding Business (13th Edition)	McGraw Hill	2022	9781260894851 or 9781264249480

Other Instructional Materials (i.e. OER, handouts)

No Value

Materials Fee

No value

Learning Outcomes and Objectives**Course Objectives**

Cite the various ways the U.S. government affects, restricts, and protects business.

Compare and contrast the advantages/disadvantages in each form of business ownership.

Define business ethics and explain the role of social responsibility in an organization.

Compare and contrast the primary economic systems.

Identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets.

Define and describe the key management functions of planning organizing, leading, and controlling.

Identify current production & operations processes including sustainability.

Identify key human resource management functions and laws.

Identify the marketing mix and key tools, terms and strategies related to each element.

Describe and identify how technology impacts all the primary functions of business.

Evaluate the basic components of financial statements and ratio analysis.

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.

Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.

Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system.

Summarize the components of risk management and basic insurance.

Differentiate the different forms of ownership.

SLOs

Explain how organizations market their products and services and the strategies used to determine the marketing plan.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
<i>BUSAD</i> Marketing - A.S. Degree Major	Develop a basic marketing plan and implement a strategy. Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.
<i>BUSAD</i> Marketing - Certificate	Develop a basic marketing plan and implement a strategy. Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.
<i>BUSAD</i> General Business - A.S. Degree Major	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> General Business - Certificate	Understand and apply the four P's of marketing, business law, investments, management, and marketing.

Explain the need for a business plan and identify the critical parts of a business plan.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Communicate clearly, ethically, and creatively; listen actively and engage respectfully with others; consider situational, cultural, and personal contexts within or across multiple modes of communication.
<i>BUSAD</i> Marketing - A.S. Degree Major	Develop a basic marketing plan and implement a strategy. Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.
<i>BUSAD</i> Marketing - Certificate	Develop a basic marketing plan and implement a strategy. Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.
<i>BUSAD</i> General Business - A.S. Degree Major	Understand and apply the four P's of marketing, business law, investments, management, and marketing.
<i>BUSAD</i> General Business - Certificate	Understand and apply the four P's of marketing, business law, investments, management, and marketing.

Analyze current public policy discussions in terms of their impact on the national economy and on global markets.

Expected Outcome Performance: 70.0

<i>ILOs</i> Core ILOs	Analyze and solve problems using critical, logical, and creative thinking; ask questions, pursue a line of inquiry, and derive conclusions; cultivate creativity that leads to innovative ideas.
<i>BUSAD</i> General Business - A.S. Degree Major	Recognize, analyze, and assess current economic challenges facing global and domestic businesses.

BUSAD
General Business -
Certificate

Recognize, analyze, and assess current economic challenges facing global and domestic businesses.

BUSAD
Marketing - A.S. Degree
Major

Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.

BUSAD
Marketing - Certificate

Understand and apply the four P's of marketing: Product, Price, Place (distribution), and Promotion.

Additional SLO Information

Does this proposal include revisions that might improve student attainment of course learning outcomes?

No Value

Is this proposal submitted in response to learning outcomes assessment data?

No Value

If yes was selected in either of the above questions for learning outcomes, explain and attach evidence of discussions about learning outcomes.

No Value

SLO Evidence

No Value

Course Content

Lecture Content

Business - Nature and Opportunities (8 hours)

- Business and American capitalism
- Careers in Business

Ownership, Management, and Organization (8 hours)

- Ownership, Management, and Organization
- Sole Proprietorships and Partnerships
- Business Corporations
- Organization and Management

Marketing (8 hours)

- Nature and Scope of Marketing
- Retailing and Retailers
- Wholesaling and wholesalers
- Prices and Pricing
- Advertising Problem
- Market research
- Foreign Trade

Physical Factors (3 hours)

- Location and Layout
- Purchasing and Inventory Control
- Production Problems

Personnel (3 hours)

- Selection and Training of Employees
- Employee Compensation
- Labor Problems and Legislation

Finance (6 hours)

- Consumer Finance
- Business Finance

- Financial Institutions
- Security and Commodity Exchanges
- Interpreting Financial News

Managerial Controls (6 hours)

- Accounting and Financial Statements
- Business Statistics
- Budgeting and Forecasting

Laws and Taxation (6 hours)

- Ethics and Business Law
- Co-operation and Combinations
- Public Utilities
- Transportation and Communication
- State Revenues and Regulations
- Federal Revenues and Regulations

Comprehensive Case (e.g. review of a real-world example of a company and its history) (6 hours)

Total hours: 54

Additional Information

Is this course proposed for GCC Major or General Education Graduation requirement? If yes, indicate which requirement in the two areas provided below.

No

GCC Major Requirements

No Value

GCC General Education Graduation Requirements

No Value

Repeatability

Not Repeatable

Justification (if repeatable was chosen above)

No Value

Resources

Did you contact your departmental library liaison?

Yes

If yes, who is your departmental library liason?

Aisha Conner-Gaten (Business, ESL-Credit)

Did you contact the DEIA liaison?

No

Were there any DEIA changes made to this outline?

No

If yes, in what areas were these changes made:

No Value

Will any additional resources be needed for this course? (Click all that apply)

No Value

If additional resources are needed, add a brief description and cost in the box provided.

No Value