

Lassen Community College Course Outline

BUS-2 Introduction to Business

3.0 Units

I. Catalog Description

A survey course designed to provide students with familiarity with basic principles and practices found in contemporary business, knowledge of business terminology and an understanding of how businesses operate within the U.S. and globally. This course has been approved for correspondence, hybrid and online delivery. This course uses a free Open Education Resource textbook.

Recommended Preparation: Successful completion of ENGL105 or equivalent multiple measures placement.

Transfers to both UC/CSU

C-ID BUS 110

51 Hours Lecture

Scheduled: Fall

II. Coding Information

Repeatability: Not Repeatable, Take 1 Time

Grading Option: Graded or Pass/No Pass

Credit Type: Credit - Degree Applicable

TOP Code: 050100

III. Course Objectives

A. Course Student Learning Outcomes

Upon completion of this course, the student will be able to:

1. Define common business terms, ideas, and phrases.
2. Demonstrate an understanding of contemporary business principles and practices.
3. Demonstrate an understanding of common business organizational structures.

B. Course Objectives

Upon completion of this course, the student will be able to:

1. Cite and explain major events in U.S. history that have had a material effect on the way we conduct business in the U.S. today.
2. Compare and contrast economic systems found globally.
3. Define business ethics and explain the role of social responsibility in an organization.
4. Describe the role of information technology and the impacts it has had on business in the U.S. and globally.
5. Describe the major benefits and barriers found in international trade.
6. Compare and contrast commonly found forms of business organization by identifying primary benefits and detriments of each organizational form.
7. Describe the key management functions found in common business operations.
8. Describe the major theories and contemporary practices of business leadership.
9. Identify current production & operations processes and practices.
10. Identify key human resource management functions and the laws surrounding the management of people as a workforce.

11. Explain the primary components and functions of financial statements and conduct a simple financial statement analysis.
12. Describe the different types of common business financing options the impacts it has on various financial business positions.
13. Identify key components and functions of securities markets and the monetary system.

IV. Course Content

- A. Brief History and Economic Foundations of the U.S.
- B. Legal, Ethical, and Social Responsibilities of Business
- C. Foundations of International Business
- D. Forms of Business Enterprise
- E. Functions of Business Management and Leadership
- F. Information Technology and the E-Business Environment
- G. Human Resource Management
- H. Production and Operations Management
- I. Accounting and Financial Management
- J. Marketing and Consumer Management
- K. Financial Markets and the Monetary System

V. Assignments

A. Appropriate Readings

Required text will be the primary source of course readings. Course may also require readings of news articles, academic journals, and professional industry publications to support and reinforce subject matter taught within the course.

B. Writing Assignments

In order to successfully complete this course, students must demonstrate an understanding of course content in term papers, case studies, essays, quizzes, homework and/or examinations in written form.

C. Expected Outside Assignments

All text reading and note review is conducted outside of class. Students may be required to perform research to support instructor assignments including but not limited to news articles, academic journals, and professional industry publications.

D. Specific Assignments that Demonstrate Critical Thinking

Students will analyze current business problems and/or situations as assigned in their term papers, journals, presentations and/or homework assignments. Examinations and quizzes will be designed to measure a student's ability to analyze and synthesize information presented in the text and lecture.

VI. Methods of Evaluation

Traditional Classroom Instruction

Each student will be given a syllabus at the start of the class that indicates the evaluation tools to be used in the course. The course may include but not constrained to evaluation tools such as homework, quizzes, examinations, essays, and presentations.

Online Delivery

Students will be evaluated using online methods. Online students will complete assignments as described in the course outline using a variety of online methods such as online submission of research papers, asynchronous and synchronous discussions

(chat/forum), online quizzes and exams, postings to online website, and email communications in lieu of traditional classroom assignments and evaluation methods.

Correspondence Delivery

Same as face to face with the exception of the desired use of proctored exams and exclusion of participation in classroom activities. Students will be expected to complete assignments and activities equivalent to in-class assignments and activities. Written correspondence and a minimum of six opportunities for feedback will be utilized to maintain effective communication between instructor and student.

Hybrid Evaluation

All quizzes and exams will be administered during the in person class time. Students will be expected to complete online assignments and activities equivalent to in class assignments and activities for the online portion of the course. Electronic communication, both synchronous and asynchronous will be evaluated for participation and to maintain effective communication between instructor and students.

VII. Methods of Delivery

Check those delivery methods for which, this course has been separately approved by the Curriculum/Academic Standards Committee.

Traditional Classroom Delivery **Correspondence Delivery**

Hybrid Delivery

Online Delivery

Traditional Classroom Instruction

Lecture, demonstration, multi-media presentation and discussion

Online Delivery

Online written lectures and/or video lectures will be made available to students online. Students will be expected to participate in forum-based discussions and online exercises/assignments contained on website. Additionally, discussion papers, email communications, postings to forums, and web-links will comprise the method of instruction.

Correspondence Delivery

Same as face to face with the exception of the desired use of proctored exams and exclusion of participation in classroom activities. Students will be expected to complete assignments and activities equivalent to in-class assignments and activities. Written correspondence and a minimum of six opportunities for feedback will be utilized to maintain effective communication between instructor and student.

Hybrid Delivery

A combination of traditional classroom and online instruction will be utilized. Each semester 34 lecture hours will be taught face-to face by the instructor and 17 lecture hours will be instructed online through the technology platform adopted by the District. Traditional class instruction will consist of lectures, visual aids, and group presentations. Online delivery will consist of participation in forum-based discussions and posts, web links, email communications, lecture posts, and online lectures.

VIII. Representative Texts and Supplies

Open Educational Resource textbook, student will be able to access book online or may request a printed copy from the book store for a fee.

Skripak, Stephen J. Fundamentals of Business, 2016, ISBN: (B&W): 978-0-9979201-1-6; (Color): 978-0-9979201-0-9
<https://vtechworks.lib.vt.edu/bitstream/handle/10919/70961/Fundamentals%20of%20Business%20%28complete%29.pdf?sequence=4&isAllowed=y>

IX. Discipline/s Assignment

Business

X. Course Status

Current Status: Active

Original Approval Date: 5/18/2004

Revised By: Hasib Azhand

Curriculum/Academic Standards Committee Revision Date: 10/01/2019

Review for IPR, no changes recommended: 10/19/2021