Course Outline of Record Report
03/18/2020

BSADC100 : Introduction to Business

General Information

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Course Code (CB01) (CB01) :	BSADC100
Course Title (CB02) (CB02) :	Introduction to Business
Department:	Business Information Technolog
Proposal Start:	Fall 2020
TOP Code (CB03) :	(0501.00) Business and Commerce, General
SAM Code (CB09) (CB09) :	Possibly Occupational
Distance Education Approved:	Yes
Course Control Number (CB00) (CB00) :	CCC000355052
Curriculum Committee Approval Date:	10/04/2019
Board of Trustees Approval Date:	11/14/2019
External Review Approval Date:	11/14/2019
Course Description:	This is a survey course in business providing a multidisciplinary examination of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization's policy and practices within the U.S. and a global society. Topics include the impact of these influences on the primary areas of business, including the following: organizational structure and design; leadership; human resource management; organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, and financial practices; and the stock and securities market.
Submission Type:	Mandatory Revision
	This modification consisted of condensing the number of CSLOs and moving the old CLSOs to SLOs. Additionally, several minor typos and errors were corrected. BSAD 100 was last formally assessed in the Spring of 2012. The results of the assessment had no bearing on this mandatory revision. However, the number of CSLOs were reduced in this revision to help streamline the assessment process.

Faculty Minimum Qualifications

Master Discipline Preferred:	• Business
Alternate Master Discipline Preferred:	• Business Education • Management • Marketing
Bachelors or Associates Discipline Preferred:	No value
Additional Bachelors or Associates Discipline:	No value

Course Formerly Known As

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Course Development Options

Basic Skills Status (CB08) (CB08)

Course is not a basic skills course.

Course Special Class Status (CB13) (CB13)

Course is not a special class.

Grade Options

- Letter Grade methods
- Pass/No Pass

☐ Allow Students to Gain Credit by Exam/Challenge

Allowed Number of Retakes

0

Course Prior to College Level (CB21)

Not applicable.

Rationale For Credit By Exam/Challenge

No value

Retake Policy Description

Type:|Non-Repeatable Credit

☑ Allow Students To Audit Course

Associated Programs

☑ Course is part of a program (CB24)

Associated Program	Award Type
CC Associate in Science in Business Administration for Transfer	A.A. Degree for Transfer
CC Business - Certificate	Certificate of Achievement
CC Business AS	A.S. Degree Major
CC Management-	Certificate of Achievement
Management Associate in Science Degree	A.S. Degree Major
Management Associate in Science Degree	A.S. Degree Major

Transferability & Gen. Ed. Options

Transferability

Transferable to both UC and CSU

Transferability Status

Approved

C-ID	Categories	Transferability Status	Comparable Course
Business	C-ID discipline	Pending	BUS 110

Units and Hours

Summary

Minimum Credit Units (CB07) (CB07)	3	**Total Course In-Class (Contact) Hours**	54	**Total Student Learning Hours**	162

| **Maximum Credit Units (CB06) (CB06)** | 3 | **Total Course Out-of-Class Hours** | 108 | **Faculty Load** | - |

Credit / Non-Credit Options

Course Credit Status (CB04) (CB04)	**Course Non Credit Category (CB22) (CB22)**	**Non-Credit Characteristics**
Credit - Degree Applicable	Credit Course.	No value

Course Classification Code (CB11) (CB11)	**Funding Agency Category (CB23) (CB23)**	
Credit Course.	Not Applicable.	☐ Cooperative Work Experience Education Status (CB10) (CB10)

☐ Variable Credit Course

Weekly Student Hours

	In Class	Out of Class
Lecture Hours	3	6
Lab Hours	-	-
Activity Hours	-	-

Course Student Hours

Course Duration (Weeks)	18
Hours per unit divisor	54
Course In-Class (Contact) Hours	
Lecture	54
Lab	-
Activity	-
Total	54
Course Out-Of-Class Hours	
Lecture	108
Lab	-
Activity	-
Total	108

Time Commitment Notes for Students

No value

Faculty Load

Extra Duty: -   **Faculty Load:** -

Units and Hours - Weekly Specialty Hours

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

Requisites

Advisory

ENGLC101 - Freshman Composition

Students are expected to identify central points, both explicit and implied, of business cases, journal and periodical articles, and college-level textbooks. In addition, students have to outline and summarize complex and technical business readings and interpret difficult and figurative language including academic discourse and business terminology. Students are also expected to write business case reports in an accepted format and to answer the questions in clear and error-free prose based on readings from texts, business journals, and periodicals.

Entrance Skills

Skill	Content Review
No value	No value

Limitations on Enrollment

Limitation	Provide Rationale
No value	No value

Specifications

Methods of Instruction	Methods of Instruction Rationale
Discussion	Topics and scenarios are presented that students must respond to and discuss with other students.
Instruction through examination or quizzing	Students must complete weekly quizzes covering the concepts in each chapter and complete a midterm and final examination.
Lecture	Lectures are provided to the students to clarify and add to the concepts presented in each chapter.
Library	Students research topics and write summaries and critiques of topics covered in the chapters.
Outside reading	Students must read assigned articles and watch videos related to the concepts presented in each chapter.
Written work	Students write responses to chapter case problems.
	No value

Assignments

A. Chapter reading. Students read the assigned chapters from the textbook based on the topics for the week.
B. Chapter case studies. Students prepare written case study responses based on the topics in the textbook.
C. Chapter research assignments. Students research journal articles and prepare written summaries and critiques of articles pertaining to topics from the chapters.
D. Written business plan. Students write a structured business plan based on the creation of a business of the student's choice.

Methods of Evaluation	Methods of Evaluation Rationale
Final Exam	Comprehensive Final Exam with multiple choice and short essay questions. Example: Using your own words and well-written sentences, identify and describe the four components of the marketing mix.
Homework	Chapter case studies requiring reading, research, and writing. Example: After reading the Writing Expectations Document (in the Course Resources area of the class site) and the chapter for this week, read the video case "Meet Heidi Ganahl, Top Dog at Camp Bow Wow" on page 183 of the textbook. Thoroughly respond to the three questions at the end of the case. Additionally, add this new question, 4. 4. After doing a little research, what is the current status of this company? Are they still in business? If so, how are they doing? If not, what happened?
Tests	Chapter quizzes with multiple choice questions. Example: 1) Performance appraisal serves all of the following purposes except which of the following? a) It lets workers know how well they are doing. b) It allows the employee to see where he or sh e ranks against all the other employees in the company. c) It provid es an effective basis for distributing rewards. d) It lets workers know how they can do better in the future. e) It helps the organization monitor its employee selection, training, and development activities.
Project	Comprehensive Business Plan Assignment. Example (Abbreviated): Re-read the "Writing E xpectations" and "What is Plagiarism" documents in our course resources area. Then, read and refer to the guidelines, formatting, and requirements for this project from a few weeks ago. Your plan should be in narrative form and be your own work. Make sure that you do NOT plagiarize. Be sure to include the required components as well as the following: Organization Chart (even if your business is a sole proprietorship) Resumes of Your Management Team (even if your business is a sole proprietorship) Floor Plan of Office or Facilities (even if it is a home office)
Participation	Weekly discussion topics Example. According to some experts, many benefits to working in a large firm are not available to those

who work for a smaller organization. Others might say there are many benefits inherent to employment in a small firm that could never be realized by working in a large firm.

What do you think? Which is better—working in a large firm or in a small firm -- give specific reasons and examples?

Distance Education Description: how outcomes are evaluated	Students are to complete all weekly assigned activities designated in the learning management software as detailed above.

Equipment

No Value

Textbooks

Author	Title	Publisher	Date	ISBN
Pride, W. M., Hughes, R. J., & Kapoor, J. R.	Foundations of business (6th ed.)	Cengage	2019	978-337-38692-0

Other Instructional Materials

No Value

Materials Fee

No

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 integrated financial markets.

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

Identify current production and operations processes and address sustainability.

Identify key human resource management functions and laws.

Identify the marketing mix, 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 concepts.

CSLOs

Apply ethical decision-making techniques to a business decision.	Expected SLO Performance: 70.0
Explain the economic basis for international business.	Expected SLO Performance: 70.0
Compare and contrast the primary forms of business ownership.	Expected SLO Performance: 70.0
Describe the major functions of management and organizational structure.	Expected SLO Performance: 70.0
Summarize the process of recruiting, selecting, and motivating employees.	Expected SLO Performance: 70.0
Identify and describe the essential components of the marketing mix.	Expected SLO Performance: 70.0
Explain the nature of accounting and information systems.	Expected SLO Performance: 70.0

Outline

Outline

1. Foundations of American business
a. Nature of business
2. Forms of business enterprise
a. Sole proprietor
b. Partnership
c. Corporations
3. Ethical and social responsibilities of business
a. Making ethical business decisions
b. Social responsibility
4. Economic foundations
a. Economic systems
b. Supply and demand
5. International business
a. International trade
b. Modes of entry
c. Cultural aspects of international business
6. Management, leadership, and motivation
a. Functions of management
b. Management skills
c. Decision-making
d. Leadership styles
e. Motivation theories
7. Production and operations management
a. Production and transportation
b. Facility planning
c. Logistics
d. Quality control
8. Human resource management
a. Recruiting and selection
b. Compensation systems
c. Training the workforce
9. Marketing and consumer behavior
a. Marketing activities
b. Target markets
c. Marketing research
d. Consumer behavior
e. Product life cycle
f. Marketing mix

g. Advertising
10. E-Business and information technology
a. E-Commerce
b. Software applications
c. Technology issues
11. Accounting
a. Users of accounting information
b. Accounting cycle
c. Financial statements
d. Ratio analysis
12. Financial management
a. Short term financing
b. Long term financing
c. Equity financing
13. Securities markets and the financial system
a. The Federal Reserve system
b. The American banking industry
c. The stock market
14. Business law
a. Sources of law
b. Contract law
c. Property law
d. Bankruptcy law
e. Government regulation of business
15. Risk Management and Insurance
a. Risk avoidance
b. Risk reduction
c. Risk assumption
d. Basic insurance concepts

Delivery Methods

Delivery Method: Please list all that apply -Face to face -Online (purely online no face-to-face contact) -Online with some required face-to-face meetings ("Hybrid") -Online course with on ground testing -iTV – Interactive video = Face to face course with significant required activities in a distance modality -Other

- Face to face
- Online (purely online no face-to-face contact)
- Online with some required face-to-face meetings ("Hybrid")
- iTV – Interactive video = Face to face course with significant required activities in a distance modality

Rigor Statement: Assignments and evaluations should be of the same rigor as those used in the on-ground course. If they are not the same as those noted in the COR on the Methods of Evaluation and out-of-class assignments pages, indicate what the differences are and why they are being used. For instance, if labs, field trips, or site visits are required in the face to face section of this course, how will these requirements be met with the same rigor in the Distance Education section? Describe the ways in which instructor-student contact and student-student contact will be facilitated in the distance ed environments.

All assignments in distance education course sections (online, hybrid and iTV) of BSAD C100 are of the same rigor as those in the on-ground section, except that students in purely online sections will submit all of their assignments virtually. Instructor evaluation of student work in distance education course sections is the same as in the on-ground course section, except that evaluation of student work in the online version is presented virtually. Instead of onsite lectures, hybrid and online courses use a variety of methods including, but not limited to videos, and written lecture notes. Students will interact with the instructor and other students via discussion forums or similar methods.

Good practice requires both asynchronous and synchronous contact for effective contact. List the methods expected of all instructors teaching the course. -Learning Management System -Discussion Forums -Message -Other Contact -Chat/Instant Messaging -E-mail -Face-to-face meeting(s) -Newsgroup/Discussion Board -Proctored Exam -Telephone -iTV - Interactive Video -Other

- Discussion Forums
- E-mail
- Newsgroup/Discussion Board

Software and Equipment: What additional software or hardware, if any, is required for this course purely because of its delivery mode? How is technical support to be provided?

No Value

Accessibility: Section 508 of the Rehabilitation Act requires access to the Federal government's electronic and information technology. The law covers all types of electronic and information technology in the Federal sector and is not limited to assistive technologies used by people with disabilities. It applies to all Federal agencies when they develop, procure, maintain, or use such technology. Federal agencies must ensure that this technology is accessible to employees and the public to the extent it does not pose an "undue burden". I am using -iTV—Interactive Video only -Learning management system -Publisher course with learning management system interface.

- iTV—Interactive Video only
- Learning management system
- Publisher course with learning management system interface.

Class Size: Good practice is that section size should be no greater in distance ed modes than in regular face-to-face versions of the course. Will the recommended section size be lower than in on-ground sections? If so, explain why.

The preferred maximum enrollment for iTV courses is 20 students at each site, 45 total.