

BUS R120: INTRODUCTION TO BUSINESS

Originator

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College

Oxnard College

Discipline (CB01A)

BUS - Business

Course Number (CB01B)

R120

Course Title (CB02)

Introduction to Business

Banner/Short Title

Introduction to Business

Credit Type

Credit

Start Term

Fall 2021

Catalog Course Description

This course provides 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. This course focuses on how these influences impact the primary areas of business including: organizational structure and design; leadership; human resource management; organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, and financial practices; the stock and securities market; and therefore how they affect a business' ability to achieve its organizational goals.

Taxonomy of Programs (TOP) Code (CB03)

0506.00 - *Business Management

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

A (Transferable to both UC and CSU)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)

N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)

Y - Not Applicable

Course Noncredit Category (CB22)

Y - Credit Course

Funding Agency Category (CB23)

Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)

1 - Program Applicable

General Education Status (CB25)

Y - Not Applicable

Support Course Status (CB26)

N - Course is not a support course

Field trips

Will not be required

Grading method

Letter Graded

Does this course require an instructional materials fee?

No

Repeatable for Credit

No

Is this course part of a family?

No

Units and Hours

Carnegie Unit Override

No

In-Class

Lecture

Minimum Contact/In-Class Lecture Hours

52.5

Maximum Contact/In-Class Lecture Hours

52.5

Activity

Laboratory

Total in-Class

Total in-Class

Total Minimum Contact/In-Class Hours

52.5

Total Maximum Contact/In-Class Hours

52.5

Outside-of-Class**Internship/Cooperative Work Experience**

Paid

Unpaid

Total Outside-of-Class**Total Outside-of-Class****Minimum Outside-of-Class Hours**

105

Maximum Outside-of-Class Hours

105

Total Student Learning**Total Student Learning****Total Minimum Student Learning Hours**

157.5

Total Maximum Student Learning Hours

157.5

Minimum Units (CB07)

3

Maximum Units (CB06)

3

Student Learning Outcomes (CSLOs)**Upon satisfactory completion of the course, students will be able to:**

- | | |
|---|---|
| 1 | Explain how economic indicators shape business decisions. |
| 2 | Identify and analyze business cycles. |
| 3 | Describe the components of a business plan and the purpose of each component. |
| 4 | Identify the legal forms of business, and describe the advantages and disadvantages of each. |
| 5 | Describe and analyze the components of the marketing mix (product, price, place, and promotion), and explain how segmentation and research will foster an understanding of consumer behavior. |
| 6 | Explain and identify leadership and management skills necessary for a successful business. |

Course Objectives**Upon satisfactory completion of the course, students will be able to:**

- | | |
|---|---|
| 1 | Cite the various ways the U.S. government affects, restricts, and protects business. |
| 2 | Define business ethics and explain the role of social responsibility in an organization. |
| 3 | Compare and contrast the primary economic systems. |
| 4 | Identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets. |
| 5 | Identify key human resource management functions and laws. |
| 6 | Identify the marketing mix and key tools, terms and strategies related to the mix. |
| 7 | Describe and identify how technology impacts all the primary functions of business. |
| 8 | Evaluate the basic components of financial statements and ratio analysis. |
| 9 | 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. |

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

Course Content

Lecture/Course Content

1. Foundations of American Business
2. Forms of Business Enterprise
3. Ethical and Social Responsibilities of Business
4. Economic Foundations
5. International Business
6. Management, Leadership, and Motivation
7. Production and Operations Management
8. Human Resource Management
9. Marketing and Consumer Behavior
10. E-Business and Information Technology
11. Accounting
12. Business Law

Laboratory or Activity Content

None

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Computational homework
Essays
Objective exams
Problem-Solving Assignments
Problem-solving exams
Quizzes

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Computer-aided presentations
Collaborative group work
Class activities
Class discussions
Case studies
Distance Education
Group discussions
Guest speakers
Lecture

Describe specific examples of the methods the instructor will use:

This course will be taught solely online and all resources, lecture and assistance will be available through Canvas and professor's office hours.

Also,
This course will be taught in class by using lectures, class discussions, case studies, and studying actual business problems. Course materials will use current examples of existing business problems to encourage classroom discussion and enhance the learning experience. Multi-media presentations, guest speakers, and group activities may also be used as methods of instruction.

Representative Course Assignments

Writing Assignments

1. Writing assignments may include semester projects and research paper in topics such as office management, accounting or other business topics
2. Case study analysis, typically involving industries or corporations currently "in the news" on topics such as ethics, social responsibility, technology or other business topics
3. Essays dealing with contemporary business issues
4. Preparation of a business plan

Critical Thinking Assignments

1. Business plan construction
2. Case study evaluations

Reading Assignments

1. Reading and analysis of articles in a variety of daily business journals on topics such as management, personnel management, marketing or other business topics
2. Reading of assigned text material related to decision making in business organizations

Other assignments (if applicable)

1. Viewing media materials dealing with contemporary business issues
2. McGraw-Hill Connect LearnSmart reading & assessment assignments

Outside Assignments

Representative Outside Assignments

1. Students are assigned weekly reading homework and lesson questions that must be answered and submitted.
2. Writing assignments may include semester projects and research paper in topics such as office management, accounting or other business topics
3. Case study analysis, typically involving industries or corporations currently "in the news" on topics such as ethics, social responsibility, technology or other business topics
4. Essays dealing with contemporary business issues
5. Preparation of a business plan

Articulation

C-ID Descriptor Number

BUS 110

Status

Approved

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals

Resource Type

Other Resource Type

Description

Newspaper such as: Wall Street Journal, Los Angeles Times, New York Times; Business Journals/Magazines such as INC., Fortune, and Bloomberg Business Week..

Resource Type

Other Resource Type

Description

Company websites as it relates to text readings

Resource Type

Textbook

Classic Textbook

No

Description

Understanding Business 12th edition; Nickels, McGraw-Hill (2019)

Resource Type

Websites

Description

McGraw-Hill Connect

Library Resources**Sufficient Library Resources exist**

Yes

Distance Education Addendum**Definitions****Distance Education Modalities**

Hybrid (51%–99% online)

Hybrid (1%–50% online)

100% online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact**Hybrid (1%–50% online) Modality:**

Method of Instruction	Document typical activities or assignments for each method of instruction
Face to Face (by student request; cannot be required)	Student will attend, participate (verbal and nonverbal) and engage during class periods
Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor.
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.

Hybrid (51%–99% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Face to Face (by student request; cannot be required)	Student will attend, participate (verbal and nonverbal) and engage during class periods

Asynchronous Dialog (e.g., discussion board)	Students must show participation in online discussions in Canvas. To receive any credit for the discussion, a student must post their own original input/thoughts from the original discussion question posted. After this is completed by the first deadline, the student has the ability to earn the remaining points for the particular discussion by replying to a fellow student's post, asking or answering questions and/or expanding on agreeable entries
Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.

100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Students must show participation in online discussions in Canvas. To receive any credit for the discussion, a student must post their own original input/thoughts from the original discussion question posted. After this is completed by the first deadline, the student has the ability to earn the remaining points for the particular discussion by replying to a fellow student's post, asking or answering questions and/or expanding on agreeable entries
Video Conferencing	Students will attend, participate (verbal and nonverbal) and engage in video conferences for the class. However, students are not required to have video "on".
Face to Face (by student request; cannot be required)	Student will attend, participate (verbal and nonverbal) and engage during class periods
Other DE (e.g., recorded lectures)	Students will have access to previously recorded lectures on the Power Point presentations for the class
Telephone	Student will have the ability and option to call or schedule a telephone call with the instructor
E-mail	Student will have the ability and option to email the instructor with questions or concerns they may have in the class.

Examinations

Hybrid (1%–50% online) Modality

Online

Hybrid (51%–99% online) Modality

Online

Primary Minimum Qualification

BUSINESS

Review and Approval Dates

Department Chair

09/13/2020

Dean

09/13/2020

Technical Review

10/28/2020

Curriculum Committee

10/28/2020

Curriculum Committee

12/09/2020

CCCCO

MM/DD/YYYY

Control Number

CCC000591854

DOE/accreditation approval date

MM/DD/YYYY