

Crafton Hills College

Course Outline

1. Discipline: Business Administration
2. Department: Business
3. Course Title: **Introduction to Business**
4. Course I.D: **BUSAD 100**
5. Prerequisite(s): None
Corequisite(s): None
Departmental Recommendation(s):
 - A. Reading: Passing a standardized test of reading comprehension at or above the Twelfth Grade level
 - B. ENGL 101
6. Semester Units: 3.0
7. Minimum Semester Hours:
Lecture: 48 Lab: 0 Clinic: 0 Field: 0
8. Need for the Course:

This course is regularly offered at community colleges and four-year schools and is a foundation for further work done in the fields of management, public administration, entrepreneurship, accounting, finance, and marketing. Furthermore, ninety percent of all jobs are in the private sector.

The course is applicable for certificates, Associate in Arts or Associate in Science Degrees, transfer to other colleges or universities, and personal enrichment.

9. Goals for the Course:
The goals for the course are three-fold:
 - A. This course prepares students with the basic concepts, issues, and terminology in the fields of accounting, finance, management, marketing, human resource management, and management information systems. The course further acquaints the students with various employment options within each subset of business.
 - B. Discuss economic, political, and ethical issues and their impact upon business policies and practices.
 - C. Employ critical thinking and communication skills to be effective in the workplace (in terms of both organizational effectiveness and social responsibility) in the role of employee, manager, entrepreneur, stockholder, regulator, public administrator, and/or citizen/voter.

10. Catalog Description:

Survey of the business field; provides a background in business and serves as the basic beginning college course in business subjects. Recommended for all business majors.

11. Entrance Skills

A. Requisite Skills:

None

B. Corequisite Skills:

None

C. Recommended Skills:

It is highly recommended that students entering this course be able to:

- (1) Read and comprehend the textbook
- (2) Write an essay using proper spelling, grammar, and punctuation, incorporating concepts, data, and research into a coherent paragraph in such a way as to demonstrate inference to support a point

12. Course Objectives:

Upon completion of this course, students will be able to:

Perform the following objective tasks appropriate to each instructional content area:

A. Definition and characteristics of the world of business

- (1) Define business
- (2) Describe the concept of profit
- (3) Compare capitalism with command economy
- (4) Identify the four factors of production
- (5) Describe what an entrepreneur does
- (6) Describe the rationale behind free market economics
- (7) Explain why certain goods and services are consumer products
- (8) Define productivity in terms of output per worker per unit of time
- (9) Define inflation
- (10) Distinguish between a recession and a depression
- (11) Distinguish between monetary and fiscal policy
- (12) Distinguish between a federal deficit and the national debt
- (13) Describe the concepts of supply and demand and their role in the free market
- (14) Distinguish between monopoly and oligopoly
- (15) Describe the concept of standard of living
- (16) Distinguish between the manufacturing and service sectors

B. Ethics and social responsibility

- (1) Define ethics
- (2) Describe the key features of business ethics
- (3) Describe the concept of whistle-blowing
- (4) Describe the ethical and legal concept of caveat emptor

- (5) Identify key events in legislative history which have led to the growth of social responsibility in business
- (6) Describe consumerism in terms of recognized rights
- (7) Describe the rationale for affirmative action
- (8) Describe the function of government agencies such as the
- (9) Federal Trade Commission, the Federal Drug Administration, and the Equal Employment Opportunity Commission

C. Global business and trade

- (1) Describe the rationale for trade in terms of comparative advantage
- (2) Define export and import
- (3) Describe the difference between balance of trade, trade deficit, and balance of payments
- (4) Describe tariffs, quotas, embargoes, and dumping and their impact on international trade
- (5) Describe foreign exchange controls and currency devaluation and their impact on international trade
- (6) Identify the acronyms GATT, WTO, NAFTA, and NTDB
- (7) Describe the roles of licensing, joint ventures, and multinational firms
- (8) Describe the steps necessary for entry into international markets

D. Forms of business ownership

- (1) Describe sole proprietorships and their advantages and disadvantages
- (2) Describe the different forms of business partnerships
- (3) Explain the concept and rationale behind the corporation, and distinguish the different forms of corporate ownership; distinguish them from other forms of ownership (e.g., cooperatives)
- (4) Describe forms mergers may take
- (5) Describe divestiture and its rationale

E. Franchises and small business

- (1) Describe what a small business is
- (2) Explain the main reasons why some small businesses fail
- (3) Describe the main advantages and disadvantages of a small business
- (4) Identify the main sources of capital for small businesses
- (5) Describe what a business plan is and why it is important
- (6) Describe the function of the Small Business Administration, Service Corps of Retired Executives, Active Corps of Executives, and Small Business Investment Companies
- (7) Describe what a franchise is as well as the role of the franchiser and franchisee

F. Management functions and processes

- (1) Describe the basic functions of management
- (2) Distinguish between top level management, middle management, and first-line management
- (3) Define the acronym CEO
- (4) Discuss differences in style of leadership
- (5) Describe Total Quality Management

G. Organizational structure

- (1) Define what an organization chart is
- (2) Describe the concept of chain of command
- (3) Describe specialization and job rotation and their rationales

- (4) Describe departmentalization and its rationales: function, product, location, and/or customer
- (5) Describe the relationship between delegation, responsibility, authority, and accountability
- (6) Distinguish between narrow vs. wide span of control
- (7) Distinguish between line and staff management
- (8) Describe factors that influence organizational structure (e.g., organic, bureaucratic, matrix)
- (9) Describe the role of cultures within organizations

H. Production and operations management

- (1) Distinguish between analytic and synthetic production processes
- (2) Describe the concept of product line
- (3) Distinguish between labor and capital intensive
- (4) Describe the major steps to operational planning
- (5) Explain the relevance of inventory control to the process of planning
- (6) Describe the uses of Gantt and Program Evaluation Review Technique
- (7) Describe the role of inspection, statistics, and quality circles in quality control
- (8) Define robotics, computer-assisted drafting/design, computer-assisted manufacturing, and computer-integrated manufacturing

I. Motivation of the human resource

- (1) Define morale in the workplace
- (2) Identify Frederick Taylor and his contribution
- (3) Interpret the importance of the Hawthorne studies
- (4) Describe Maslow's hierarchy of needs
- (5) Describe Herzberg's two-factor motivation theory
- (6) Distinguish between McGregor's Theory X and Theory Y approaches to management
- (7) Identify the implications of the equity theory of motivation
- (8) Identify the implications of the expectancy theory of motivation
- (9) Define the acronym MBO and what it involves
- (10) Explain the rationale behind job enrichment, job enlargement, and job redesign
- (11) Describe the rationale behind flextime, empowerment, telecommuting, and self-managed teams

J. Human resource management

- (1) Identify the functions typically performed by human resource departments
- (2) Describe the rationale for encouraging workplace diversity
- (3) Define what a job description is and describe its appropriate uses
- (4) Describe techniques used in employee selection
- (5) Distinguish between employee orientation and training
- (6) Describe the rationale for comparable worth
- (7) Describe different forms of employee compensation and fringe benefits
- (8) Describe performance appraisal
- (9) Identify key events, laws, and rulings in the legal environment of human resources (e.g., Occupational Safety and Health Administration, Civil Rights Act, Equal Pay Act, Americans with Disabilities Act)

K. Labor-management relations

- (1) Distinguish between craft and industrial unions
- (2) Describe the strike and its role in labor-management relations
- (3) Define the acronym AFL-CIO and discuss its role in American labor

- (4) Define the acronym NLRB and discuss its role in American labor
- (5) Describe the process and different forms of unionization
- (6) Distinguish between contract negotiations and grievance procedures

L. Marketing overview

- (1) Describe the concept of a market and the process of marketing
- (2) Describe the concept of the different types of utility: form, place, time, possession
- (3) Explain the concept of segmentation and the process of targeting
- (4) Describe some of the techniques of marketing research

M. Product and price

- (1) Distinguish between consumer and industrial products
- (2) Describe the concept and stages of the product life cycle
- (3) Distinguish between brands and trademarks
- (4) Describe the concept of express warranty
- (5) Discuss the reasons for the market failure of products
- (6) Discuss the role of supply, demand, competition, and product differentiation on price
- (7) Describe the terms revenue, fixed cost, variable cost, marginal cost, and breakeven point in their relation to price

N. Distribution channels including physical distribution

- (1) Distinguish between wholesale and retail
- (2) Describe the justification for market intermediaries
- (3) Explain the wheel of retailing hypothesis
- (4) Describe some of the aspects of inventory management

O. Promotion and advertising

- (1) Describe different aspects of promotion, distinguishing advertising, public relations, personal selling, etc.
- (2) Describe the roles of advertising agencies, point of purchase displays, infomercials
- (3) Explain the concept of positioning

P. Business research and management information systems

- (1) Describe the relationship between information and risk
- (2) Distinguish between qualitative and quantitative research
- (3) Define the acronym MIS

Q. Accounting systems and procedures

- (1) Describe these elements of the accounting process: general journal, general ledger, posting, trial balance
- (2) Describe these terms in their relation to a balance sheet: assets, liabilities, equity
- (3) Describe these terms in their relation to an income statement: revenues, cost of goods sold, operating expenses, net income
- (4) Describe the concept of cash flow
- (5) Describe the derivation and use of profitability ratios such as return on sales, return on equity, earnings per share
- (6) Describe short term financial ratios such as working capital, current ratio, and quick ratio
- (7) Describe activity ratios such as accounts receivable turnover and inventory turnover
- (8) Describe debt-to-equity ratio

- R. Banking and credit
 - (1) Describe the criteria for a system of money
 - (2) Describe the elements of money supply, money supply 1, money supply 2, and money supply 3
 - (3) Describe the purpose of the Federal Reserve System
 - (4) Explain the importance of the discount rate
 - (5) Distinguish between the different types of financial institutions (e.g., banks, credit unions)
 - (6) Describe the role of the Federal Deposit Insurance Corporation
 - (7) Discuss the important factors of credit management

- S. Finance and financial management
 - (1) Distinguish between short term and long term financing
 - (2) Describe the elements in developing a financial plan
 - (3) Describe the role of the prime rate, commercial paper, and accounts receivable; common stock, preferred stock, retained earnings, venture capital, debentures, and mortgage bonds
 - (4) Explain the rationale of leverage

- T. Investments and securities
 - (1) Describe securities market terms such as initial public offering, secondary market, bull and bear, margin buying, selling short, prospectus, Securities and Exchange Commission
 - (2) Explain the importance of risk, liquidity, and diversification in investment decisions
 - (3) Distinguish between rents, interest, dividends, and capital gains

- U. Insurance and risk management
 - (1) Explain the rationale behind insurance
 - (2) Describe insurance-related concepts such as premium, risk, liability, Health Maintenance Organization, beneficiary

- 13. Representative Texts and Instructional Materials:
 - A. Pride, W. M., Hughes, R. J., and Kapoor, J. R. (1999). *Business* (Sixth Edition). Boston, MA: Houghton-Mifflin Company.
 - B. Boone, L. E. and Kurtz, D. L. (1998). *Contemporary Business.Com* (Ninth Edition). Troy, MO: Dryden, Harcourt, Brace and Company
 - C. Woelfle, R. (1997). *It's Strictly Business*. Pride, Hughes, & Kapoor. New York, NY.

- 14. Course Content:
 - A. Definition and characteristics of the world of business
 - B. Ethics and social responsibility
 - C. Global business and trade
 - D. Forms of business ownership
 - E. Franchises and small businesses

- F. Management functions and processes
- G. Organizational structure
- H. Production and operations management
- I. Motivation of the human resource
- J. Human resource management
- K. Labor-management relations
- L. Marketing overview
- M. Product and price
- N. Distribution channels including physical distribution
- O. Promotion and advertising
- P. Business research and management information systems
- Q. Accounting systems and procedures
- R. Banking and credit
- S. Finance and financial management
- T. Investments and securities
- U. Insurance and risk management

15. Methods of Instruction:

This course may be taught via any of the following formats:

- A. On campus or on other designated remote sights with 48 hours of contact devoted to lecture, discussion, group activities, audio-visual materials, or computer simulation software; such contact can utilize same room contact or remote site contact via two-way television or computer lab
- B. Television or radio broadcast of lectures, interviews, and demonstrations combined with on-campus contact for lecture, discussion, evaluations, or other supervision

16. Assignments and Methods of Evaluation:

- A. All instructors should:
 - (1) Require a textbook widely-used at other colleges
 - (2) Have written assignments of a cumulative length of no less than two thousand words; could account for up to 10% of the semester grade
- B. Instructors are to select a combination of methods of evaluation which may include but are not limited to:

- (1) Objective testing (40%-50% true-false questions, 40%-50% multiple choice questions): Weekly quizzes, group tasks, midterm and final examinations will equal 65%-80% of the total grade
- (2) Essay testing (0%-20% of an exam): Weekly quizzes, group tasks, midterm and final examinations will equal 0%-10% of the total grade
- (3) Term projects involving research, synthesis, and writing which focuses on a specific existing business enterprise (a case study), a business plan, a study of an industry or market, or issue in American business will equal 0%-10% of the total grade
- (4) Weekly essays of approximately 250-500 words in length using standard rules of punctuation, spelling, and grammar involving incorporation of course terms and concepts will equal 0%-5% of the total grade
- (5) Small group activities focused on analyzing a business case will equal 0%-5% of the total grade
- (6) A learning journal applying course content will equal 0%-5% of the total grade