



BUS 20 - Introduction to Business

Catalog Description

Transfer Status: CSU/UC

Unit(s): 3.00

Lecture: 51.00 Contact hours/102.00 Out of class hours/153.00 Total hours/3.00 Unit(s)

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Course Description: This course is survey of 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. Students will learn about how this business context (including issues such as ethics and sustainability) influences the primary areas of business including: organizational structure and design; leadership, human resource management, organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, financial practices; the stock and securities market; and therefore affect a business' ability to achieve its organizational goals. (C-ID BUS 110).

Objectives

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

- 1. Cite the various ways the U.S. government affects, restricts, and protects business.
2. Compare and contrast the advantages/disadvantages in each form of business ownership.
3. Apply the entrepreneurial process for identifying and exploiting potential business opportunities.
4. Define business ethics and social responsibility and examine ethical dilemmas pertaining to internal and external stakeholders.
5. Compare and contrast the primary economic systems.
6. Identify different methods of engaging in international business given their challenges including trade barriers, regulatory issues and cultural differences.
7. Define and describe the key management functions of planning, organizing, leading and controlling.
8. Examine current production and operations processes including sustainability initiatives.
9. Discuss the human resource functions of hiring, motivating, training and compensating employees and the laws governing these practices.
10. Identify the marketing mix and key tools, terms and strategies related to each element.
11. Describe and identify how technology impacts all the primary functions of business.
12. Evaluate the basic components of financial statements and ratio analysis.
13. 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.
14. Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.
15. Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system.
16. Summarize the components of risk management and basic insurance concepts.
17. Utilize a variety of resources to investigate potential career paths and assess their compatibility with the students' own personality, interest and aptitudes.
18. Identify, describe and present potential strengths, weaknesses, opportunities and threats to a business from an operations perspective.

Course Content

Topic Titles / Suggested Time Topic

Lecture

Table with 2 columns: Topics and Lec Hrs. Topics include Foundations of American Business (4.00), Forms of Business Enterprise (3.00), Legal, Ethical and Social Responsibilities of Business (3.00), Economic Foundations (3.00), International Business Environment and Strategies (3.00), Management, Leadership, Motivation and Organization Structure (6.00), Production and Operations Management (3.00), Human Resource Management and Employee-Management Issues (3.00), Marketing, Marketing Research and Consumer Behavior (7.00), E-Business and Information Technology (3.00).

<b>Topics</b>	<b>Lec Hrs</b>
Accounting	3.00
Financial Management	3.00
Securities Markets and the Financial System	2.00
Business Law	3.00
Risk Management and Insurance	2.00

**Total Hours: 51.00**

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### Methods of Instruction

- A. Class Activities
- B. Collaborative Group Work
- C. Discussion
- D. Homework: Students are required to complete two hours of outside-of-class homework for each hour of lecture
- E. Lecture
- F. Reading Assignments

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### Methods of Evaluation

- A. Exams/Tests
- B. Research Projects
- C. Oral Presentation
- D. Homework
- E. Class participation
- F. Written Assignments

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### Examples of Assignments

#### Reading Assignments

1. Read the chapter on Production and Operations Management, and review the section on making ethical decisions. Answer the three questions presented at the end of the section. Prepare to discuss and support your perspective in class.
2. Read the chapter on using effective promotions, specifically reviewing the section on the "thinking green" feature. Identify, then review a "green company" of your choice, assessing and describing in writing with what success the company has promoted green products. Be prepared to discuss in class.

#### Writing Assignments

1. Complete the career assignment, submitting a resume and a 5-page research paper relating to the business occupation of your choice. Use the specific, required templates/formats that will be provided.
2. As a member of a team of students, research an industry, then (following the specified format) write a 15-page industry report using APA citation style and make an in-class presentation. Submit self- and peer-assessments.

#### Out-of-Class Assignments

1. Conduct an informational interview with someone in the line of work you are researching for your occupational report. Prior to the interview, prepare by watching instructor-posted videos on interviewing and review sample interview questions. Write a 5-page report detailing relevant information provided by the person you've interviewed.
2. Meet with your industry project team and plan for success. Discuss, then identify, the project steps, milestones, due dates and roles/responsibilities to be played by each team member. Complete, then submit, the 1-2 page Industry Work Plan template (provided), including signatures from all team members.

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### Recommended Materials of Instruction

Nickels, W.G., McHugh, J., and McHugh, S. (2021). *Understanding Business. McGraw-Hill, 13th.* 9781264249497.

Ebert, R.J. and Griffin, R.W. (2025). *Business Essentials. Pearson, 14th.* 9780138072445.

#### Zero Cost Textbook

Title: Introduction to Business

Edition: Current Web Version ongoing updates

Publisher: OpenStax.org

ISBN-13: 978-1-947172-55-5

Year: 2024

<https://openstax.org/details/books/introduction-business/>

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### Minimum Qualifications

Business (Masters Required)

Management (Masters Required)

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**Created/Revised by:** Christiansen, Lisa  
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