



5055 Santa Teresa Blvd  
Gilroy, CA 95023

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### Course Outline

**COURSE:** BUS 1                      **DIVISION:** 50                      **ALSO LISTED AS:** GBUS 1

**TERM EFFECTIVE:** Fall 2023                      **CURRICULUM APPROVAL DATE:** 2/13/2024

**SHORT TITLE:** FUND OF BUSINESS

**LONG TITLE:** Fundamentals of Business

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	3	54
		Lab:	0	0
		Other:	0	0
		Total:	3	54

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Out of Class Hrs: 108.00

Total Learning Hrs: 162.00

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#### **COURSE DESCRIPTION:**

A survey in business providing a multidisciplinary examination of how culture, society, the economic system, the legal environment, international and political issues, financial institutions, and human behavior interact to affect a business organization's policy and practices within the U.S. and abroad. Demonstrate how these influences impact the primary areas of business including: organizational structure and design, leadership, human resources management, organized labor practices; marketing; organized communication; technology; entrepreneurship; legal, accounting, financial practices; the stock and securities markets; and therefore affect a business's ability to achieve its organizational goals. This course has the option of a letter grade or pass/no pass. Previously listed as GBUS 1. (C-ID: BUS 110)

**PREREQUISITES:**

**COREQUISITES:**

**CREDIT STATUS:** D - Credit - Degree Applicable

#### **GRADING MODES**

L - Standard Letter Grade

P - Pass/No Pass

**REPEATABILITY:** N - Course may not be repeated

## SCHEDULE TYPES:

- 02 - Lecture and/or discussion
- 05 - Hybrid
- 71 - Dist. Ed Internet Simultaneous
- 72 - Dist. Ed Internet Delayed

## STUDENT LEARNING OUTCOMES:

By the end of this course, a student should:

1. Cite the various ways the U.S. government affects, restricts, and protects business.
2. Identify how business operates in a national and an international/global environment including legal, social, cultural, and interdependence and integrated financial markets.
3. Identify the marketing mix and key tools, terms and strategies related to each element.

## COURSE OBJECTIVES:

By the end of this course, a student should:

1. Compare and contrast the advantages/disadvantages in each form of business ownership.
2. Define business ethics and explain the role of social responsibility in an organization.
3. Compare and contrast the primary economic systems.
4. Define and describe the key management functions of planning, organizing, leading, and controlling.
5. Identify current production and operations processes and address sustainability.
6. Identify key human resource management functions and laws.
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 securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.
11. Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system.
12. Summarize the components of risk management and basic insurance concepts.

## CONTENT:

Curriculum Approval Date: 2/13/2024

3 Hours

THE FOUNDATIONS OF BUSINESS - What a business is and how it operates within the private enterprise system. The role of the entrepreneur in the private enterprise system. The factors of production and their payments. The concepts of competition, gross domestic product and productivity.

3 Hours

BUSINESS ETHICS AND SOCIAL RESPONSIBILITY - The responsibilities of business to: the general public, customers, employees, investors, and to the financial community. Business ethics and the role of social responsibility in an organization.

3 Hours

ECONOMIC FUNDAMENTALS - Microeconomics and macroeconomics. How supply and demand determines prices. Monetary policy and fiscal policy. The importance and impact of macroeconomic fluctuations on an individual business's operations.

3 Hours

BUSINESS IN A GLOBAL ECONOMY/INTERNATIONAL BUSINESS - The importance of international business. Barriers to global business. The importance of cultural awareness when conducting business operations abroad.

3 Hours

**FORMS OF BUSINESS OWNERSHIP** - The three basic types of business ownership. The advantages and disadvantages of each method of ownership. The role that entrepreneurs and small businesses play in the global economy. The role of franchises in the U.S. economy and their advantages and disadvantages.

1.5 Hours

#### MIDTERM EXAMINATION

3 Hours

**MANAGEMENT OF THE ORGANIZATION** - The importance of quality and customer satisfaction in achieving a competitive advantage. The need for organizational structure and evaluating each of the basic forms of the organization. The skills required for managerial success. Basic leadership styles and their impact on the organization. Alternative leadership styles. The functions of management and the primary activities involved in each function.

3 Hours

**MANAGEMENT OF HUMAN RESOURCES** - The importance of human resource management and the responsibilities of a human resource department. How recruitment, selection, orientation, training, and evaluation contribute to placing the right person in a job. The importance of effective communication skills in business. The characteristics of an effective team and the different roles played by team members.

3 Hours

**PRODUCTION AND OPERATIONS MANAGEMENT** - The strategic importance of production and operations management to a firm. The benefits of quality control. The effects of cultural changes in domestic and international communities and their impacts on a business's operations.

3 Hours

**FUNCTIONS OF MARKETING AND CUSTOMER SATISFACTION** - How marketing creates utility and the major functions of marketing. The methods of segmenting consumer and business markets. The main components of creating a marketing strategy.

1 Hour

**PRODUCT AND PRICING STRATEGIES** - The classifications of consumer goods, business goods, and services. The product mix and the stages of the product life cycle. Alternative pricing strategies and their effect on profit levels.

3 Hours

**MARKETING DISTRIBUTION STRATEGY** - The major components of a distribution strategy. The various types of distribution channels and the factors that influence channel selection.

1.5 Hours

#### MIDTERM EXAMINATION

3 Hours

**INFORMATION FOR BUSINESS DECISIONS/INFORMATION TECHNOLOGY** - The purpose of an information system and how it aids decision-making in business. The major contributions of computers and MIS.

3 Hours

**INTRODUCTION TO ACCOUNTING** - The functions of accounting and its importance to the firm's management and to outside parties. Developing an accounting element for the small business plan. Basic accounting functions and their importance to business management.

3 Hours

**SECURITIES MARKETS** - Comparing common stock, preferred stock, and bonds, and why investors might prefer each type of security. How the different securities might be used by small businesses.

3 Hours

**FINANCIAL MANAGEMENT AND INSTITUTIONS** - The functions of money. The functions that are performed by a firm's financial manager.

3 Hours

**BUSINESS LAW** - The judicial system and the various types of law. Various laws and regulations and how implementation of or changes in these laws might affect the business environment. The differences between trademarks, copyrights, and patents.

**CONTENT (CONTINUED):**

3 Hours

INSURANCE AND RISK MANAGEMENT - The concepts of risk, risk management and their relationship to insurance. The various types of insurance.

2 Hours

FINAL EXAM

**METHODS OF INSTRUCTION:**

Lecture, discussion, audio/visual, case study

**OUT OF CLASS ASSIGNMENTS:**

Required Outside Hours 25

Assignment Description

Read textbook and study for exams.

Required Outside Hours 26

Assignment Description

CAREER INFORMATION PROJECTS: Students will use questionnaires, cases, videos, and computer software to measure their current capabilities and will receive personalized information and advice on improving skills. These exercises will cover topics such as leadership style, entrepreneurial quotient, goal setting, and will incorporate real-world business articles and experiences. These will be on-going projects during the entire course.

Required Outside Hours 21

Assignment Description

Case Study involving critical thinking. Cases will be used to cover many of the topics during the course - some will be out-of-class assignments and some will involve working in groups. Book reports.

Required Outside Hours 36

Assignment Description

Develop a comprehensive plan to create a new business. This project will continue throughout the course by applying what is learned through lectures, cases, readings, and guest speakers. Students will continue working on their business plan and their career informational project throughout the course. Continue developing the comprehensive business plan for a small business by adding a marketing strategy. Consider marketing in career development project. Channels will be added to the small business plan. Develop an accounting element for the small business plan.

**METHODS OF EVALUATION:**

Writing assignments

Evaluation Percent 50

Evaluation Description

Percent range of total grade: 40% to 70%

Written Homework,

Book Reports,

Case Studies,

Projects/Business Plan

Objective examinations

Evaluation Percent 40

Evaluation Description

Percent range of total grade: 30% to 50%

Multiple Choice,

True/False,

Short Answer

Other methods of evaluation

Evaluation Percent 10

Evaluation Description

10% - 20% Participation and Discussion

**REPRESENTATIVE TEXTBOOKS:**

Foundations of Business, William M. Pride, Robert J. Hughes, Jack R. Kapoor, Cengage Learning, 2019 or a comparable textbook/material.

ISBN: 978-1337386920

13+ Grade Verified by: Publisher

## **ARTICULATION and CERTIFICATE INFORMATION**

Associate Degree:

GAV D2, effective 201470

GAV F, effective 201470

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 201470

UC TRANSFER:

Transferable UC, effective 201470

## **SUPPLEMENTAL DATA:**

Basic Skills: N

Classification: Y

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department: BUS

CSU Crosswalk Course Number: 110

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: D

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000333342

Sports/Physical Education Course: N

Taxonomy of Program: 050100