

CATALOG INFORMATION

Dept & Nbr: BUS 230 Title: INTRODUCTION TO BUSINESS
Full Title: Introduction to Business

| Units | Course Hours | Per Week | Nbr of Weeks | Course Hours | Total |
|----------|-----------------|----------|--------------|-----------------|-------|
| Max: 3.0 | Lecture | 3.0 | 17 | Lecture | 51.0 |
| Min: 3.0 | Lab | 0.0 | | Lab | 0.0 |
| | Contact DHR | 0.0 | | Contact DHR | 0.0 |
| | Contact Total | 3.0 | | Contact Total | 51.0 |
| | Non-contact DHR | 0.0 | | Non-contact DHR | 0.0 |

Title 5 Category: 01 AA Degree Applic
Grading: GC Credit course for grade or CR/NC
Repeatability: 00 No repeatability allowed or defined
Also listed as:

CATALOG DESCRIPTION:

The complexities, relationships, and functions of such areas as: forms of business ownership, personnel labor management, production, marketing, accounting in business, legal framework, and regulatory environment in business, and all other major aspects of business.

PREREQUISITES:

COREQUISITES:

RECOMMENDED PREPARATION:

No advisories.

LIMITS ON ENROLLMENT:

SCHEDULE OF CLASSES INFORMATION:

Get an overview of nearly all phases of business. We'll discuss economics, marketing, business management and even some of the legal and regulatory environments in which business operates. (Grade or CR/NC)
Transfer Credit: CSU; UC.

ARTICULATION and CERTIFICATE INFORMATION

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|----------------------------|------------------------------|-----------|
| ASSOCIATE DEGREE: | Effective: FALL 1997 | Inactive: |
| Area: B2 | SOCIAL & BEHAVIORAL SCIENCES | |
| CSU GE: | Effective: | Inactive: |
| Transfer area: | | |
| IGETC: | Effective: | Inactive: |
| Transfer area: | | |
| CSU TRANSFER: TRANSFERABLE | Effective: FALL 1981 | Inactive: |

UC TRANSFER: TRANSFERABLE Effective: FALL 1997 Inactive:

CAN:

CERTIFICATE APPLICABLE: C CERTIFICATE APPLICABLE COURSE

APPROVAL AND DATES

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Version 02 Submitted by: RONALD HENSELL Date: 03/11/1997
Department approved: Date:
Curriculum approved: 03/11/1997 Version approved: 03/11/1997
Prerequisites approved: 03/11/1997 Last reviewed: 03/11/1997
Term effective: FALL 1997 Last taught: FALL 2008 Inactive:

COURSE CONTENT

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OUTCOME AND OBJECTIVES:

1. Describe how resources are allocated in the U.S. economy.
2. Describe the essential components of the U.S. private enterprise system.
3. Describe how business and society interacts with the Physical Environment.
4. Characterize the strengths and weaknesses of the principal forms of business ownership.
5. Learn the basic functions of business managers.
6. List variations on standard organizational forms, including line and staff structure and matrix organization.
7. Describe the different components of a sound employee maintenance plan
8. Describe how marketing adds utility to goods and services.
9. Identify the functions of marketing.
10. Identify those attributes that combine to make a product.
11. Describe the fundamental strategies and tactics of pricing.
12. Evaluate three types of promotional activities.
13. Discuss the main functions of middlemen in product distribution.
14. Describe the roles of money and credit in the business system.
15. Discuss the various types of financial decisions that must be made in a business and the information sources necessary for those decisions.
16. List the various types of business risk and the components of a good risk-management program.
17. Discuss the essential elements of a valid contract.

TOPICS AND SCOPE:

1. The U.S. Business System
2. Business and Society
3. Forms of Business Ownership
4. Business Management
5. Internal Organization
6. Human Resources Management
7. The Marketing Process
8. Products and Pricing
9. Promotion
10. Channels and Distribution
11. Money, Credit, and Financial Institutions
12. Managerial Finance
13. Risk Management and Insurance
14. The Legal Environments of Business

ASSIGNMENTS:

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READING ASSIGNMENTS;

Students will be required to read and study the assigned chapters in the textbook, as well as assignments from handouts, library books and magazines. Specific assignments may be given in business periodicals such as the Wall Street Journal, Business Week, U.S. News and World Report, and other periodical publications subscribed to by the Mendocino College Library.

WRITING ASSIGNMENTS:

Students will be required to complete two written examinations during the semester and a final written examination at the end of the semester. Additionally, students may be required to complete a mid-term paper of approximately 1000 words based upon their research in the business periodicals listed in "B" above.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of two hours of independent work out of class for each unit of credit by doing the following:

1. Reading and studying the assigned chapters in the textbook.
2. Reading and studying the notes from classroom lectures and discussions.
3. Preparing for the written examinations listed in "C" above.
4. Researching and writing the mid-term paper described in "C" above.

ASSIGNMENTS THAT DEMONSTRATE CRITICAL THINKING:

1. Evaluation of the relationship between business and society.
2. Comparing and contrasting of various forms of business organization
3. Analysis of the various business organization forms.
4. Recognition of various marketing strategies employed by business.
5. Discussion of the functions of money and credit in society.
6. Evaluation of the various financial decisions that may be required in business.

METHOD OF INSTRUCTION:

Lecture, discussion, handouts, examinations, reading assignments, homework, and analysis of current events.

METHODS OF EVALUATION:

1. Examinations, (approximately 75-90%): Students are required to take at least two examinations during the semester and a final examination. All examinations are written.
2. Written homework, (approximately 10-25%): Students are expected to complete timely written homework assignments based upon questions and business cases found at the end of each chapter of the text.
3. Mid-term paper, (approximately 0-15%): Students may be required to complete a mid-term paper of approximately 1000 words based upon their research in current business periodicals.

BASIS FOR GRADING:

The assignment of a grade is based on the level of achievement of the outcomes and objectives of the course outline and is reflected in quantifiable terms in the course syllabus.

REPRESENTATIVE TEXTBOOKS:

Required text: Business, Kreitner, Current Edition, Houghton Mifflin Publishers