

Course Outline of Record

1. Course Code: BUMA-010
2.
  - a. Long Course Title: Introduction To Business
  - b. Short Course Title: INTRO BUSINESS
3.
  - a. Catalog Course Description:  
 Students study the formation, structure, objectives, and ethics of contemporary American business enterprises. The course emphasizes the significance of the small business organization, the role of large business organizations, and the practices for the development of managerial personnel. This course is recommended for students who wish to explore a career in business.
  - b. Class Schedule Course Description:  
 Formation, structure, objectives, and ethics of contemporary business enterprises.
  - c. Semester Cycle (if applicable): Offered every semester
  - d. Name of Approved Program(s):
    - ACCOUNTING Certificate of Achievement
    - GENERAL BUSINESS AA Degree for Employment Preparation
4. Total Units: 3.00      Total Semester Hrs: 54.00  
 Lecture Units: 3      Semester Lecture Hrs: 54.00  
 Lab Units: 0      Semester Lab Hrs: 0  
 Class Size Maximum: 40      Allow Audit: No  
 Repeatability No Repeats Allowed  
 Justification 0
5. Prerequisite or Corequisite Courses or Advisories:  
*Course with requisite(s) and/or advisory is required to complete Content Review Matrix (CCForm I-A)*  
 Advisory: RDG 061
6. Textbooks, Required Reading or Software: (List in APA or MLA format.)
  - a. Nickels, McHugh, McHugh (2016). Understanding Business (11/e). Irwin McGraw-Hill. ISBN: 9780078023163  
 College Level: Yes  
 Flesch-Kincaid reading level: 10.6
7. Entrance Skills: *Before entering the course students must be able:*  
**Advisory skills:**

a.

Use varied reading strategies to prepare, read and comprehend expository text.

- RDG 061 - Use SQ3R &/or SOAR along with outlining, note-taking, mapping summarizing and other strategies to prepare, read, & comprehend expository text.

b.

Read a variety of texts fluently

- RDG 061 - Read a variety of texts fluently.

c.

Write organized summaries and reactions that capture main idea and supporting details

- RDG 061 - Write organized summaries & reactions that capture main idea and supporting details.

d.

Understand multiple word meanings and synonyms

- RDG 061 - Understand multiple word meanings, uses & synonyms

8. Course Content and Scope:

Lecture:

1. Finding opportunities in today's dynamic business environment.
2. Economics: The Creation and Distribution of Wealth
3. Competing in Global Markets: International Commerce Guidelines
4. Business Behavior that is Legal, Ethical, & Socially Responsible
5. Legal Forms of Business Ownership
6. Entrepreneurship and Starting a Small Business
7. Management, Leadership, and Employee Empowerment
8. Organizing a Customer-Driven Business
9. Using the Latest Technology to Produce World-Class Products and Services
10. Motivating Employees and Building Self-Managed Teams
11. Human Resource Management: Finding and Keeping the Best Employees
12. Dealing with Employee-Management Issues and Labor Law
13. Building Customer and Stakeholder Relationships
14. Developing and Pricing Quality Products and Services
15. Distributing Products Efficiently and Competitively
16. Promoting Products Using Integrated and Interactive Marketing Communication
17. Using Technology to Manage Information and Protect Consumer Privacy
18. Understanding Financial Information and Accounting
19. Financial Management and Fiduciary Obligations
20. Securities Markets, Regulations, Investing and Investors
21. Understanding Money, Financial Institutions and Banking Laws
22. Managing Personal Finances: The Road to Entrepreneurship

Lab: *(if the "Lab Hours" is greater than zero this is required)*

9. Course Student Learning Outcomes:

1.  
Demonstrate an understanding of the basic elements of the business environment.
- 2.
2. Identify and analyze the various components of a business plan.
3. Discover various personal career strategies appropriate for personal abilities and selective economic conditions.

10. Course Objectives: *Upon completion of this course, students will be able to:*

- a. Identify and evaluate the functions of managers in the business world.
- b. Delineate the nature and scope of business activity in the private sector.
- c. Understand the function of the business firm as a key social institution.
- d. Identify the problems of business management in a dynamic economic, political, social and cultural environment.
- e. Investigate the applications of social & behavioral sciences within the business environment.
- f. Formulate solutions to human relations and related management problems which emphasizes rational and objective analysis of relevant information.

11. Methods of Instruction: *(Integration: Elements should validate parallel course outline elements)*

- a. Discussion
- b. Distance Education
- c. Lecture
- d. Technology-based instruction

12. Assignments: *(List samples of specific activities/assignments students are expected to complete both in and outside of class.)*

In Class Hours: 54.00

Outside Class Hours: 108.00

a. Out-of-class Assignments

a. Readings in the textbook and in recommended supplementary literature.

b. In-class Assignments

a. Class discussion and analysis of actual and hypothetical case problems.

13. Methods of Evaluating Student Progress: *The student will demonstrate proficiency by:*

- True/false/multiple choice examinations
- Mid-term and final evaluations
- Student participation/contribution

14. Methods of Evaluating: Additional Assessment Information:

15. Need/Purpose/Rationale -- *All courses must meet one or more CCC missions.*

PO - Career and Technical Education

Apply critical thinking skills to execute daily duties in their area of employment.

Apply critical thinking skills to research, evaluate, analyze, and synthesize information.

Exhibit effective written, oral communication and interpersonal skills.

IO - Critical Thinking and Communication

Compose and present structured texts in a variety of oral and written forms according to purpose, audience, and occasion with implementation of thesis, supporting details and idea development.

Appreciate diversity as it is expressed in multiple disciplines and across various cultures through reading, speaking and writing.

Summarize, analyze, and interpret oral and written texts, with the ability to identify assumptions and differentiate fact from opinion.

Utilizing various communication modalities, display creative expression, original thinking, and symbolic discourse.

16. Comparable Transfer Course

University System	Campus	Course Number	Course Title	Catalog Year
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17. Special Materials and/or Equipment Required of Students:

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18. Materials Fees:  Required Material?

**Material or Item**

**Cost Per Unit**

**Total Cost**

19. Provide Reasons for the Substantial Modifications or New Course:

Change advisory to Reading 61

20. a. Cross-Listed Course *(Enter Course Code):* N/A

b. Replacement Course *(Enter original Course Code):* N/A

21. Grading Method *(choose one):* Letter Grade Only

22. MIS Course Data Elements

a. Course Control Number [CB00]: CCC000270332

b. T.O.P. Code [CB03]: 50100.00 - Business and Commerce, Ge

# BUMA 010-Introduction To Business

- c. Credit Status [CB04]: D - Credit - Degree Applicable
- d. Course Transfer Status [CB05]: A = Transfer to UC, CSU
- e. Basic Skills Status [CB08]: 2N = Not basic skills course
- f. Vocational Status [CB09]: Possibly Occupational
- g. Course Classification [CB11]: Y - Credit Course
- h. Special Class Status [CB13]: N - Not Special
- i. Course CAN Code [CB14]: N/A
- j. Course Prior to College Level [CB21]: Y = Not Applicable
- k. Course Noncredit Category [CB22]: Y - Not Applicable
- l. Funding Agency Category [CB23]: Y = Not Applicable
- m. Program Status [CB24]: 1 = Program Applicable

Name of Approved Program (if program-applicable): ACCOUNTING, GENERAL BUSINESS

*Attach listings of Degree and/or Certificate Programs showing this course as a required or a restricted elective.)*

## 23. Enrollment - Estimate Enrollment

First Year: 0

Third Year: 0

## 24. Resources - Faculty - Discipline and Other Qualifications:

a. Sufficient Faculty Resources: Yes

b. If No, list number of FTE needed to offer this course: N/A

## 25. Additional Equipment and/or Supplies Needed and Source of Funding.

N/A

## 26. Additional Construction or Modification of Existing Classroom Space Needed. (Explain:)

N/A

## 27. FOR NEW OR SUBSTANTIALLY MODIFIED COURSES

Library and/or Learning Resources Present in the Collection are Sufficient to Meet the Need of the Students Enrolled in the Course: Yes

28. Originator Pamela Stegeman Origination Date 11/03/17