

CUYAMACA COLLEGE
COURSE OUTLINE OF RECORD

BUSINESS 110 – INTRODUCTION TO BUSINESS

3 hours lecture, 3 units

Catalog Description

Provides a comprehensive view of today's dynamic American business and the global economy. Topics include: starting a small business, satisfying customers, managing operations, motivating employees and building self-managed teams, developing and implementing customer-oriented marketing plans, managing information, managing financial resources, and exploring ethical and social responsibilities of American business.

Prerequisite

None

Course Content

- 1) Economics, private enterprise and the relationship between risks and profits
- 2) Technological, sociological and legal environment of the global market
- 3) Corporate and individual ethics and social responsibilities
- 4) Advantages and disadvantages of partnerships, corporations and sole proprietorships
- 5) Entrepreneurship and forming a small business
- 6) Management, leadership and employee autonomy
- 7) Manufacturing and producing world class goods and services
- 8) Employee and management issues concerned with human resources motivation, and building effective work groups and teams
- 9) The stages of marketing and the influence on present day customer resource management
- 10) Effective strategies for marketing, distributing and pricing products
- 11) Various attributes of accounting and interpreting financial information
- 12) Personal financial management and investment strategies
- 13) Stocks, bonds and other features of the securities markets in the United States and around the world
- 14) The Federal Reserve and how it impacts the money supply
- 15) The banking and insurance industry within the United States

Course Objectives

Students will be able to:

- 1) Explain the difference between capitalism, socialism and communism, and provide business models of each.
- 2) Differentiate between multiple forms of business ownership and describe the pros and cons of each.
- 3) Define the parameters for socially responsible businesses including small, medium and large organizations.
- 4) Explain why it is in the best interest of organizations and individuals to adhere to high business or ethical standards.
- 5) Compare and contrast leadership and management and determine the impact that each has on an organization as a whole.
- 6) Identify ways in which human resource management and employee motivation programs improve employee retainability according to the management models and best practices discussed in class.

- 7) Develop and implement a customer-oriented marketing plan using product, price, promotion and distribution strategies discussed in class.
- 8) Identify the steps in the accounting cycle and describe how this process is used to formulate verifiable and useful financial documents.
- 9) Describe how firms or individuals raise capital using different finance and investment opportunities.
- 10) Explain how the federal government influences interest rates and the money supply.

Method of Evaluation

A grading system will be established by the instructor and implemented uniformly. Grades will be based on demonstrated proficiency in subject matter determined by multiple measurements for evaluation, one of which must be essay exams, skills demonstration or, where appropriate, the symbol system.

- 1) Written assignments and presentations that measure students' ability to write and present a business plan that should include various topics such as: business ownership, organizational structure, licenses needed, financial structure, and a marketing plan that includes operations, advertising, and a product and/or service plan.
- 2) Examinations and quizzes that require students to analyze different business formation, governmental structure, marketing and management sustainability, ethical and social responsibility, and the financial and accounting structure of small and large businesses.
- 3) Homework assignments that require students to analyze organization, managerial, ethical and leadership issues that continue to confront today's small and large organizations. For example, students will analyze actual companies that have experienced failure or success because of organizational practices.

Special Materials Required of Student

None

Minimum Instructional Facilities

- 1) Smart classroom with overhead projector
- 2) Access to computer lab

Method of Instruction

- 1) Lecture and discussion
- 2) Preview of assignments, review of completed assignments
- 3) Case problems for group discussion

Out-of-Class Assignments

- 1) Writing assignments
- 2) Reading assignments
- 3) Research project

Texts and References

- 1) Required (representative example): Nickels, McHugh, and McHugh. *Understanding Business*. McGraw-Hill Education, 2019.
- 2) Supplemental: None

Student Learning Outcomes

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

- 1) Create and describe the components of a comprehensive business plan for both large and small businesses.
- 2) Describe business and government organizations in a global economy.