

BUS 130: INTRODUCTION TO BUSINESS

Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2021
Credits:	3
Total Contact Hours:	54
Lecture Hours :	54
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	108
Transferable to CSU:	Yes
Transferable to UC:	Yes - Approved
Grading Method:	Standard Letter, Pass/No Pass

Catalog Course Description

This is a foundation course in business administration. It is recommended for all students planning further study in this field. Lecture, discussion, and problems involve such topics as business finance, personnel, production, distribution, government regulations, and managerial controls. 54 lecture hours.

Course Objectives

- describe the relationship between profit and risk in business.
- discuss the importance of small business to the U.S. economy and summarize the major causes of small business failure.
- describe the current state of U.S. manufacturing and what manufacturers have done to become more competitive.
- identify the levels of Maslow's hierarchy of needs and apply them to employee motivation.
- explain the importance of human resources management.
- describe the tactics used by labor and management during conflicts.
- describe the four Ps of marketing.
- describe the product life cycle.
- explain the concept of marketing channels and their value.
- contrast the advantages and disadvantages of various advertising media, including the internet.
- explain how the major financial statements differ.
- compare and contrast being an entrepreneur to working for others.
- compare the advantages and disadvantages of equity financing by issuing stock, and detail the differences between common and preferred stock.
- compare the advantages and disadvantages of obtaining debt financing by issuing bonds.
- describe how the Federal Reserve controls the money supply.
- analyze the effect of the economic environment and taxes on business.
- explain what capitalism is and how free markets work.
- describe the economic system of the U.S.
- contrast fiscal policy and monetary policy, and explain how each affects the economy.

- discuss the importance of the global market and the roles of comparative advantage and absolute advantage in global trade.
- describe management's role in setting ethical standards.
- compare the advantages and disadvantages of sole proprietorships, partnerships and corporations.

Major Course Content

1. Taking risks and making profits within the dynamic business environment
2. Understanding how economics affects business
3. Doing business in global markets
4. Demanding ethical and socially responsible behavior
5. How to form a business
6. Entrepreneurship and starting a small business
7. Management and leadership
8. Adapting organizations to today's markets
9. Production and operations management
10. Motivating employees
11. Human resource management
12. Dealing with employee-management issues and relationships
13. Marketing
14. Developing and pricing goods and services
15. Distributing products
16. Using effective promotions
17. Understanding accounting and financial information
18. Financial management
19. Using securities markets for financing and investing opportunities
20. Money, financial institutions, and the Federal Reserve

Suggested Reading Other Than Required Textbook

Wall Street Journal.

Examples of Required Writing Assignments

Prepare a written Stock Market Report, in which students will select three publicly traded corporations, track their stock prices over a period of several weeks (as well as the Dow Jones Industrial Average during that period), and also discussing specifics (description of the businesses, number of shares outstanding, earnings per share, dividend information, and comparison with other companies in the industry).

Examples of Outside Assignments

Prepare written responses to various business-related questions, such as:

1. What is the "consumer price index"? What does it measure? 2. What is a "partnership"? What are some of the advantages and disadvantages of this form of business ownership? 3. What is meant by "span of control"?

What variables should be considered in determining a manager's optimum span of control?

Instruction Type(s)

Lecture, Online Education Lecture