

# NC 665: PRINCIPLES OF BUSINESS

## Citrus College Course Outline of Record

Heading	Value
Effective Term:	Fall 2022
Credits:	0
Lecture Hours :	40
Lab Hours:	0
Hours Arranged:	0
Outside of Class Hours:	80
Strongly Recommended:	An intermediate to advanced level of English language skills; basic understanding of Microsoft Word program.
Transferable to CSU:	No
Transferable to UC:	No
Grading Method:	Non-Credit Course

## Catalog Course Description

The Principles of Business course will provide a foundation in business principles and emerging trends in management, leadership, accounting, production, marketing, finance, and other related fields. The topics of ethics, entrepreneurship, and human resources will also be covered. This course will give students the knowledge, skills, and competencies to prepare for the competitive workplace. 40 lecture hours.

## Course Objectives

- Understand the principles of business.
- Appreciate the need for ethical behavior and social responsibility.
- Identify the model for creating and pricing products.
- Understand and demonstrate various management and leadership skills.
- Identify several forms of finance used in business.

## Major Course Content

1. Economic Systems and Business
  - a. Macro and Microeconomics
  - b. Free Market System
  - c. Competition
2. Ethical Decisions and Socially Responsibility
  - a. Organizational Influence
  - b. Responsibilities to Stakeholders
3. Forms of Business Ownership
  - a. Sole Proprietorship
  - b. Partnerships
  - c. Corporations
  - d. Franchises
  - e. Mergers and Acquisitions
4. Entrepreneurship

- a. Characteristics of Successful Entrepreneurs
  - b. Managing a Small Business
  - c. The Small Business Administration
5. Management and Leadership
    - a. Planning, Leading, Organizing and Controlling
    - b. Motivating Others
    - c. Managerial Skills
  6. Organizational Structure
    - a. Contemporary Structures and Teams
    - b. Authority
  7. Human Resources
    - a. Recruitment and Selection
    - b. Training and Development
    - c. Labor Relations, Grievances, and Conflicts
  8. Operations Management
    - a. The Production Process
    - b. Resource Planning
  9. Creating Products and Pricing Strategies
    - a. Marketing Strategy and Mix
    - b. Buyer Behavior
    - c. Marketing Segmentation
    - d. Product Life Cycle
    - e. Pricing Strategies
  10. Distributing and Promoting Products and Services
    - a. Wholesaling and Retailing
    - b. Supply Chain Management
    - c. Promotion Strategy
    - d. Sales Promotion and Public Relations
    - e. Social Media and E-Commerce
  11. Technology to Manage Information
    - a. Computer Networks
    - b. Managing Information Systems
  12. Financial Information and Accounting
    - a. Basic Accounting Procedures
    - b. Balance Sheet, Income Statement, and Cash Flow Statement
  13. Money and Financial Institutions
    - a. The Federal Reserve System
    - b. U.S. Financial Institutions
    - c. International Banking
  14. Financial Management and Securities Markets
    - a. Short and Long-Term Financing
    - b. Equity Financing
    - c. Securities Markets

## Suggested Reading Other Than Required Textbook

Students will need access to a computer or tablet. Other materials supplied and/or created by the instructor (e.g., PowerPoint presentations, videos, websites, handouts, and other documents)

## **Examples of Required Writing Assignments**

Sentences and/or paragraphs that list, describe, and/or explain various business concepts.

## **Examples of Outside Assignments**

Research several franchise opportunities, then compare and contrast each. Interview a small business owner to gain insights about entrepreneurship.

## **Instruction Type(s)**

Lecture, Online Education Lecture