



**COURSE OUTLINE : BUSAD 101**  
**D Credit – Degree Applicable**  
**COURSE ID 005123**  
**Cyclical Review: MAY 2021**

**COURSE DISCIPLINE :** BUSAD

**COURSE NUMBER :** 101

**COURSE TITLE (FULL) :** Introduction To Business

**COURSE TITLE (SHORT) :** Intro To Business

**CALIFORNIA STATE UNIVERSITY SYSTEM C-ID :** BUS 110 – Introduction to Business

**ACADEMIC SENATE DISCIPLINE:** Business

**CATALOG DESCRIPTION**

BUSAD 101 orients students to the field of business, introducing, in survey form, the functions, characteristics, organization, and problems of business. The course serves as a foundation for later specialized study, and directs the thinking of students to possible careers.

Total Lecture Units:3.00

Total Laboratory Units: 0.00

**Total Course Units: 3.00**

Total Lecture Hours:54.00

Total Laboratory Hours: 0.00

Total Laboratory Hours To Be Arranged: 0.00

**Total Contact Hours: 54.00**

**Total Out-of-Class Hours: 108.00**

Prerequisite: None.

**ENTRY STANDARDS**

	Subject	Number	Title	Description	Include
1				N/A	No



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**EXIT STANDARDS**

- 1 Cite the various ways the U.S. government affects, restricts, and protects business;
- 2 compare and contrast the advantages/disadvantages in each form of business ownership;
- 3 define business ethics and explain the role of social responsibility in an organization;
- 4 compare and contrast the primary economic systems;
- 5 identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets;
- 6 define and describe the key management functions of planning organizing, leading, and controlling;
- 7 identify current production & operations processes. Address sustainability;
- 8 identify key human resource management functions and laws;
- 9 identify the marketing mix and key tools, terms and strategies related to each element;
- 10 describe and identify how technology impacts all the primary functions of business;
- 11 evaluate the basic components of financial statements and ratio analysis;
- 1 explain the importance of finance to the operations of business; the various types of financing; and the process of internal and external financing and controls;
- 1 identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information;
- 1 identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system;
- 15 summarize the components of risk management and basic insurance.
- 16 differentiate the different forms of ownership

**STUDENT LEARNING OUTCOMES**

- 1 analyze current public policy discussions in terms of their impact on the national economy and on global markets
- 2 explain the need for a business plan and identify the critical parts of a business plan
- 3 explain how organizations market their products and services and the strategies used to determine the marketing plan

**COURSE CONTENT WITH INSTRUCTIONAL HOURS**

	Description	Lecture	Lab	Total Hours
1	Business - Nature and Opportunities • Business and American capitalism • Careers in business	8	0	8
2	Ownership, Management, and Organization • Sole proprietorships and partnerships • Business corporations • Organization and management	8	0	8



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3	Marketing <ul style="list-style-type: none"> <li>• Nature and scope of marketing</li> <li>• Retailing and retailers</li> <li>• Wholesaling and wholesalers</li> <li>• Prices and pricing</li> <li>• Advertising problem</li> <li>• Market research</li> <li>• Foreign trade</li> </ul>	8	0	8
4	Physical Factors <ul style="list-style-type: none"> <li>• Location and layout</li> <li>• Purchasing and inventory control</li> <li>• Production problems</li> </ul>	3	0	3
5	Personnel <ul style="list-style-type: none"> <li>• Selection and training of employees</li> <li>• Employee compensation</li> <li>• Labor problems and legislation</li> </ul>	3	0	3
6	Finance <ul style="list-style-type: none"> <li>• Consumer finance</li> <li>• Business finance</li> <li>• Financial institutions</li> <li>• Security and commodity exchanges</li> <li>• Interpreting financial news</li> </ul>	6	0	6
7	Managerial controls <ul style="list-style-type: none"> <li>• Accounting and financial statements</li> <li>• Business statistics</li> <li>• Budgeting and forecasting</li> </ul>	6	0	6
8	Laws and taxation <ul style="list-style-type: none"> <li>• Ethics and business law</li> <li>• Co-operation and combinations</li> <li>• Public utilities</li> <li>• Transportation and communication</li> <li>• State revenues and regulations</li> <li>• Federal revenues and regulations</li> </ul>	6	0	6
9	Comprehensive Case (e.g. review of a real-world example of a company and its history)	6	0	6
				<b>54</b>



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**OUT OF CLASS ASSIGNMENTS**

- 1 business plan (e.g. write a business plan for a small business in the community);
- 2 term project (e.g. write a report summarizing a current development in business such as the use of social media-based marketing).

**METHODS OF EVALUATION**

- 1 midterm
- 2 final examination

**METHODS OF INSTRUCTION**

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

**TEXTBOOKS**

Title	Type	Publisher	Edition	Medium	Author	ISBN	Date
Contemporary Business	Required	New York Wiley	17		Boone & Kurtz	9781119335030	2016