A survey in business providing a multi-disciplinary examination of how culture, society, economic systems, legal systems, political systems, financial institutions, and human behavior interact to affect a business organization’s policies and practices within the U.S. and a global society. Demonstrates how certain influences impact the primary areas of business and affect the ability of a business to achieve its organizational goals. Such influences include organizational structure and design, leadership, human resource management, organized labor practices, marketing, organizational communication, technology, entrepreneurship, legal affairs, accounting, financial practices, and stocks and securities markets.
Management (Associate in Arts)
Marketing Management (Associate in Arts)
Marketing Management Option (Certificate of Achievement)
Small Business Management Option (Certificate of Achievement)

GE AND TRANSFER REQUIREMENTS MET:
Degree Applicable
   AA Degree Applicable
   AS-T Degree Applicable

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:

1. interpret the meaning of key terms used in business.
2. explain what is involved in starting, owning, and managing a business.
3. recognize and apply ethical and socially responsible business decisions in the workplace.
4. describe economic, global, and environmental conditions that affect business operations.
5. determine factors that influence the pricing, promotion, inventory, and distribution of products.
6. explain the methods employers use to recruit, hire, train, evaluate, compensate, and retain employees.

COURSE OBJECTIVES:
1. Understand the basic construct of business in the United States.
2. Compare and contrast the advantages/disadvantages in each form of business ownership.
3. Compare and contrast the primary economic systems.
4. Identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets.
5. Define and describe the key management functions of planning, organizing, leading, and controlling.
7. Identify the marketing mix and key tools, terms and strategies related to each element.
8. Describe and identify how technology impacts all the primary functions of business.
9. 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.
10. Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.
11. Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system.
12. Summarize the components of risk management and basic insurance concepts.

COURSE CONTENT:

LECTURE CONTENT:
A. Foundations of American business
   1. The Private Enterprise System
   2. History of Business
   3. Forms of Business Enterprise
   4. From Transaction Management to Relationship Management
   5. Managing the Technology Revolution
   6. Developing and Sustaining a World-class Work Force
   7. Managing Ethics and Social Responsibility
B. Ethical and Social Responsibilities of Business
   1. Achieving Business Success by Demonstrating Ethical Behavior and Social Responsibility
   2. Shaping Organizational Ethics
   3. Controlling Business Behavior through Governmental Regulations
   4. Ethics and Social Responsibility in the Global Marketplace
C. Economic Foundations
   1. Challenges Facing Global and Domestic Business
   2. Competing in the Global marketplace
   3. Why Nations Trade
   4. Measuring Trade
   5. Going Global
   6. Reducing Barriers to International Trade
   7. International Organization Structures

D. Options for Organizing Small and Large Businesses
   1. Contributions of Small Business to the Economy
   2. Advantages and Disadvantages of Small Business

E. Starting Your Own Business
   1. Categories of Entrepreneurs
   2. Characteristics of Entrepreneurs
   3. Starting a New Venture

F. Strategies for Business Success in the Relationship Era
   1. The Need for Vision
   2. Strategic Planning Process

G. Management, Leadership, and the Internal Organization
   1. Definition of Management
   2. Corporate Culture
   3. Corporate and Organizational Structure

H. Human Resources Management and Motivation
   1. Planning, Recruitment, Selection, Orientation, and Training
   2. Compensation, Benefits, etc.
   3. Motivation
   4. Empowerment, Teamwork, and Communication
   5. Labor-Management Relations

I. Production and Operations Management
   1. Production Planning
   2. Facilities Planning
   3. Quality Management
   4. Customer-Driven Marketing
   5. The Marketing Environment
   6. Developing and Pricing Goods and Services
   7. New-Product Development
   8. Brand loyalty and Brand recognition
   9. Price in the Marketing Mix
   10. Distributing Goods and Services
   11. Promoting Goods and Services

J. Technology and the Internet for Success

K. Managing Information through Technology

L. Understanding Accounting and Financial Statements
   1. Financial Management and Institutions
   2. Financing and Investing through Securities Markets

M. Business Law
   1. Overview of the American judicial system
   2. Foundation of business law and legal environment

N. Risk Management and Insurance
   1. Basic risk management policies and procedures
   2. Survey of general insurance concepts
METHODS OF INSTRUCTION:

A. Lecture:
B. Online:
C. Independent Study:

INSTRUCTIONAL TECHNIQUES:

COURSE ASSIGNMENTS:
Out-of-class Assignments

  Writing Assignments
  Special business assignments. Students will be assigned appropriate contemporary business cases and will be taught how to determine alternatives and select appropriate solutions.

  Reading Assignments
  Assigned text
  Los Angeles Times

METHODS OF STUDENT EVALUATION:
Midterm Exam
Final Exam
Short Quizzes
Written Assignments
Essay Examinations
Objective Examinations
Report
Projects (ind/group)
Problem Solving Exercises
Oral Presentations
Skills Demonstration

  Demonstration of Critical Thinking:
  Substantial writing assignments are required for C-ID articulation.

  Required Writing, Problem Solving, Skills Demonstration:
  Substantial writing assignments are required for C-ID articulation.

TEXTS, READINGS, AND RESOURCES:

TextBooks:

LIBRARY:

  Adequate library resources include: Print Materials
  Non-Print Materials
  Online Materials
  Services

  Comments:

Attachments:
  Attached Files