College of San Mateo
Official Course Outline

1. COURSE ID: BUS. 100    TITLE: Contemporary American Business    C-ID: BUS 110
   Semester Units/Hours: 3.0 units; a minimum of 48.0 lecture hours/semester
   Method of Grading: Letter Grade Only
   Recommended Preparation:
       Eligibility for ENGL 838 or 848.

2. COURSE DESIGNATION:
   Degree Credit
   Transfer credit: CSU; UC
   AA/AS Degree Requirements:
       CSM - GENERAL EDUCATION REQUIREMENTS: E5b. Social Science

3. COURSE DESCRIPTIONS:
   Catalog Description:
       In this survey course students are introduced to current concepts of American business including
       examination of societal issues affecting business in a dynamic and global economic environment, the
       nature of major business functions, and the roles of the producer and consumer in the economy. Students
       are exposed to the skills that will be needed in the future, how decisions are made in the workplace and in
       business, including sole proprietorship, partnership and corporate functions, and international trade and
       competitiveness.

4. STUDENT LEARNING OUTCOME(S) (SLO'S):
   Upon successful completion of this course, a student will meet the following outcomes:
   1. Describe domestic and global business environments, organizational structures, and forms of business
      ownership.
   2. Describe management concepts in the areas of planning, organizing, leading, controlling, ethics, human
      resources, marketing, and motivation.
   4. Communicate effectively orally and in writing.
   5. Work effectively in groups/teams.
   6. Demonstrate appropriate decision making skills.
   7. Demonstrate awareness of career opportunities in the business fields.

5. SPECIFIC INSTRUCTIONAL OBJECTIVES:
   Upon successful completion of this course, a student will be able to:
   1. Describe domestic and global business environments, organizational structures, and forms of business
      ownership.
   2. Describe management concepts in the areas of planning, organizing, leading, controlling, ethics, human
      resources, marketing, and motivation.
   4. Communicate effectively orally and in writing.
   5. Work effectively in groups/teams.
   6. Demonstrate appropriate decision making skills.
   7. Demonstrate awareness of career opportunities in the business fields.

6. COURSE CONTENT:
   Lecture Content:
   1. Taking Risks and Making Profit within the Dynamic Business Environment
   2. Understanding Economics and How it 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. Structuring Organizations for Today’s Challenges
   9. Production and Operations Management
10. Motivating Employees
11. Human Resource Management: Finding and Keeping the Best Employees
12. Dealing with Union and Employee-Management Issues
14. Developing and Pricing Goods and Services
15. Distributing Products
16. Using Effective Promotions
17. Understanding Accounting and Financial Information
18. Financial Management

7. REPRESENTATIVE METHODS OF INSTRUCTION:
Typical methods of instruction may include:
   A. Lecture
   B. Critique
   C. Activity
   D. Discussion
   E. Guest Speakers
   F. Other (Specify):
      • Weekly class lecture with power points on theory, concepts, topics and practices relevant to course content, including a discussion of presented materials.
      • Weekly student required reading of textbook or supplemental materials.
      • Use of case studies with class discussion or written analysis completed outside of class time.
      • Team project including written paper and oral presentation to class.
      • Review of subject matter videos, with in-class analysis and discussions.
      • Presentation by guest speakers with subject matter expertise.

8. REPRESENTATIVE ASSIGNMENTS
Representative assignments in this course may include, but are not limited to the following:

   Writing Assignments:
      Team Business Plan written paper and oral presentation of written plan to the whole class.
      Business article written summary and written analysis of business concepts covered in class that are covered in the business article.

   Reading Assignments:

   Other Outside Assignments:
      Homework related to Textbook materials. Self Assessment testing and submission of written analysis.

9. REPRESENTATIVE METHODS OF EVALUATION
Representative methods of evaluation may include:
   A. Class Participation
   B. Class Work
   C. Exams/Tests
   D. Group Projects
   E. Homework
   F. Oral Presentation
   G. Papers
   H. Quizzes
   I. Research Projects

10. REPRESENTATIVE TEXT(S):
Possible textbooks include:

Origination Date: August 2010
Curriculum Committee Approval Date: January 2014
Effective Term: Fall 2014
Course Originator: Anne Figone