

College of San Mateo
Official Course Outline

1. **COURSE ID:** BUS. 100 **TITLE:** Introduction to Business **C-ID:** BUS 110
Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; 96.0-108.0 Homework hours; 144.0-162.0 Total Student Learning hours
Method of Grading: Letter Grade Only

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:

A broad overview of the primary functions of business, such as marketing, management, accounting, finance, and operations. Examination of critical business topics including current business trends, entrepreneurship, competition in global markets, ethical behavior and social responsibility.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**

Upon successful completion of this course, a student will meet the following outcomes:

1. Define the primary functions of business.
2. Identify roles of key stakeholders.
3. Identify and analyze domestic and global ethical and social responsibility issues, and choose the best course of action.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**

Upon successful completion of this course, a student will be able to:

1. Understand the general business environment.
2. Evaluate tax/liability issues and select a legal form of incorporation.
3. Understand and evaluate financial markets.
4. Conduct a market analysis and design a marketing mix.
5. Develop communication skills, including verbal, written, and presentation.
6. Increased awareness of career opportunities in the broad field of business.

6. **COURSE CONTENT:**

Lecture Content:

1. The Business Environment
 - a. Economic
 - b. Global
 - c. Legal
 - d. Social
 - e. Technology
2. Creating a Business
 - a. Small Business & Entrepreneurship
 - b. Taxation & Liability
 - c. Legal Formation
 - d. Organizational Structure
3. Financial markets
 - a. Banks
 - b. Investments
 - i. Common stock
 - ii. Preferred stock
 - iii. Bonds
 - iv. Mutual Funds
 - v. ETFs
 - c. Primary vs. secondary markets
4. Marketing a Business

- a. Marketing Overview
 - i. Product
 - ii. Price
 - iii. Place (Distribution)
 - iv. Promotion
- 5. Business communication
 - a. Verbal
 - b. Written
 - c. Presentation
- 6. Ethics & Social Responsibility

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Directed Study
- C. Discussion
- D. Guest Speakers
- E. Other (Specify): Case Studies, Group Projects, Oral presentations, Role-playing, Writing projects

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.
- Policy statements - written data collection and decision-making

Reading Assignments:

Assigned chapters in textbook. Research for Business Plan. Research for Business article paper.

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. Case Studies

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Kelly, M. & Williams, C.. *BUSN*, 12th ed. Cengage Learning, 2023

Origination Date: October 2023
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Course Originator: Lale Yurtseven