

PALOMAR COLLEGE
COURSE OUTLINE OF RECORD FOR
DEGREE CREDIT COURSE

X Transfer course X A.A. degree applicable course
(check all that apply)

COURSE NUMBER AND TITLE: BUS 100 Introduction to Business

UNIT VALUE: 3

MINIMUM NUMBER OF SEMESTER HOURS: 48

BASIC SKILLS REQUIREMENTS: Appropriate language skills.

ENTRANCE REQUIREMENTS

PREREQUISITE: None.

COREQUISITE: None.

RECOMMENDED PREPARATION: None.

SCOPE OF COURSE: Preparation for survival within the global economy. Topics such as small business management, managerial theory, international business, and marketing represent several important class components. Includes strong career guidance component.

SPECIFIC COURSE OBJECTIVES: Successful students will

1. Explain the term "Business" and examine the role of business in our economy;
2. Identify the methods of compensating personnel and explain what benefits and services other than money companies may provide to their employees;
3. Explain what transportation is and what is involved in making transportation decisions;
4. Apply the principles of and demonstrate the importance of management; how to delegate authority in the different levels of management; understand organization charts, chain of command, and supervision in the organization process;
5. Identify the steps in the accounting process and explain their role in the operation of business;
6. Compare and contrast different business strategies and aspects in the American and global economy;
7. Analyze the motivation of conducting domestic and foreign business and explain the channels for exporting and importing.

CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:

1. Survey of the American Private Enterprise system;
2. Overview on proprietorships, partnerships and corporations in the American business;
3. Small business and franchising in contemporary times;
4. The different aspects of business, government, and society affecting environment, competition, and the civil rights movement;

5. Methods of financing business and how the entrepreneurs obtain capital to launch and enterprise;
6. How financial institutions serve business and society and how the Federal Reserve System works;
7. Presentation of the benefits of understanding business news, the New York Stock Exchange, the American Stock Exchange, and the over-the-counter markets function;
8. Methods of risk management and different types of insurance companies;
9. Overview of marketing in U.S.A. and getting products to the consumers;
10. Introduction to what business must know about consumers in order to market their products successfully;
11. Theoretical considerations of inflation, the law of supply and demand, and the modification of products in an effort to extend their life cycle;
12. Description of Human Resources. The methods of management, planning organization, and controlling personnel;
13. Analysis of the motivation for conducting International Business, the products, the investments, and the ideas.
14. W. Edwards Deming's World Management Theory.
15. Competing in global world markets.

REQUIRED READING:

Nickels, McHugh, and McHugh. Understanding Business. 6th edition. Chicago: McGraw-Hill Company, 2001.

SUGGESTED READING:

Nickels, McHugh, and McHugh. Understanding Business Study Guide. 6th edition. Chicago: McGraw-Hill Company, 2001.

Local newspapers.
 Weekly periodicals.
 Wall Street Journal.
 Newsweek.
 Business Week.
 Forbes.
 Barron's.
 San Diego Business Journal.

REQUIRED WRITING: Although instructors may vary slightly, a typical requirement is the following:

Six papers are due during the semester. They are to be concise reports on some major topic covered in each of the six parts of the textbooks, and/or in lecture. Three printed pages is maximum. Hand written papers are acceptable. The topics should cover any aspects of the chapters covered by the instructor. Sources of information should be current; i.e., no more than six months old.

Additionally, essay tests may be given in a subjective, handwritten manner.

OUTSIDE ASSIGNMENTS:

Students are expected to spend a minimum of three hours per unit per week in class and on

outside assignments, prorated for short term classes.

Student is expected to spend a minimum of six hours per week for standard assignments. Preparation may include activities such as readings in assigned text, review of lecture material, assigned problems or practice sets, required writings, library or other source investigative projects, as well as all major network television documentaries pertinent to the subject matter.

INSTRUCTIONAL METHODOLOGY:

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

DISTANCE LEARNING:

This course may be offered as a distance learning course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes No

If yes, check all that apply:

- Television Course (Video one-way, e.g. ITV, video cassette, etc.)
- Online Course (Text one-way, e.g. newspaper, correspondence, electronic file, etc.)
- Two-Way Video Conferencing (Two-way interactive video and audio)
- One-Way Video Conferencing (One-way interactive video and two-way interactive audio)
- Computer Assisted Instruction (A specialized form of mediated instruction relying primarily on student access to information and prepared lessons or teaching materials through a computer terminal, but not under immediate supervision of a qualified instructor.)

GRADING POLICY AND STANDARDS (include methods of determining whether the stated objectives have been met by students):

There will be approximately six or seven unit tests throughout the semester. These will have a variety of types of questions including true/false, multiple choice, matching, fill-in, short answers and comprehensive essay answers. The course letter grade will be based upon the following:

Reports	35%
Tests	35%
Final Exam	30%

Typical grading policy is as follows:

90%	=	A
80%-89%	=	B
70%-79%	=	C
60%-69%	=	D
00%-59%	=	F

IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?

Yes No Number of times course may be taken for credit: 1.

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

CONTACT PERSON: Judy Dolan Ext. 2490

SIGNATURES ON FILE
