COURSE OUTLINE

BUSINESS ADMINISTRATION 101 Introduction to Business

I. <u>Catalog Statement</u>

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

Total Lecture Units: 3.0 **Total Course Units: 3.0**

Total Lecture Hours: 48.0

Total Faculty Contact Hours: 48.0

Prerequisite: None

II. Course Entry Expectations

Skills Level Ranges: Reading 5, Writing 5, Listening/Speaking 5, Math 1.

III. Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:

- 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.
- 12. 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.
- 13. Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.
- 14. 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.

IV.

- **Course Content Total Faculty Contact Hours = 48** A. **Business - Nature and Opportunities** 6 hours Business and American capitalism 1. 2. Careers in business B. 6 hours Ownership, Management, and Organization 1. Sole proprietorships and partnerships 2. Business corporations 3. Organization and management C. Marketing 6 hours Nature and scope of marketing 1. 2. Retailing and retailers 3. Wholesaling and wholesalers 4. Prices and pricing 5. Advertising problem 6. Market research 7. Foreign trade D. **Physical Factors** 3 hours Location and layout 1. 2. Purchasing and inventory control 3. Production problems E. Personnel 3 hours
- Selection and training of employees 1.
 - 2. Employee compensation
 - 3. Labor problems and legislation
- F. Finance 6 hours
 - Consumer finance 1.
 - 2. **Business finance**
 - 3. Financial institutions

BUSAD 101

Page 3

- 4. Security and commodity exchanges
- 5. Interpreting financial news

G. Managerial controls

6 hours

- 1. Accounting and financial statements
- 2. Business statistics
- 3. Budgeting and forecasting

H. Laws and taxation

6 hours

- 1. Ethnics and business law
- 2. Co-operation and combinations
- 3. Public utilities
- 4. Transportation and communication
- 5. State revenues and regulations
- 6. Federal revenues and regulations

I. Comprehensive Case

6 hours

V. <u>Methods of Instruction</u>

The following methods of instruction may be used in the course:

- 1. lecture/discussion;
- 2. guest speakers from businesses, films, videos, management cases;
- 3. group activities.

VI. Out of Class Assignments

The following out of class assignments may be used in the course:

- 1. business Plan—both written and oral;
- 2. term Project of current development in business.

VII. Methods of Evaluation

The following methods of evaluation may be used in the course:

- 1. tests;
- 2. final examination.

VIII. Textbook

Boone & Kurtz, *Contemporary Business*, 14th edition, Mason, OHIO: South-Western Publications, 2011.

11th Grade Textbook Reading Level. ISBN: 0-470-53129-0

XI. Student Learning Outcomes

- 1. analyze current public policy discussions in terms of understanding their impact on the national economy and on global markets;
- 2. differentiate among the different forms of ownership;
- 3. understand the need for a business plan and identify the critical parts of a business plan:
- 4. explain how organizations market their products and services and the strategies used to determine the marketing plan.