

# C-ID Descriptor

## Introduction to Business

### Descriptor Details

- **Descriptor Title:** Introduction to Business
- **C-ID Number:** 110
- **Units:** 3.0
- **Date of Last Revision:** 10/12/2017 04:44:00 PM PDT

### General Description

A survey in business providing a multidisciplinary examination of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization's policy and practices within the U.S. and a global society. Demonstrates how these influences impact the primary areas of business including: organizational structure and design; leadership, human resource management, organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, financial practices; the stock and securities market; and therefore affect a business' ability to achieve its organizational goals.

### Prerequisites

No information provided

### Corequisites

No information provided

### Advisories

No

### Content

- I. Foundations of American Business
- II. Forms of Business Enterprise
- III. Ethical and Social Responsibilities of Business
- IV. Economic Foundations
- V. International Business
- VI. Management, Leadership, and Motivation
- VII. Production and Operations Management
- VIII. Human Resource Management
- IX. Marketing and Consumer Behavior
- X. E-Business and Information Technology
- XI. Accounting
- XII. Financial Management
- XIII. Securities Markets and the Financial System
- XIV. Business Law
- XV. Risk Management and Insurance

### **Lab Activities**

No information provided

### **Objectives**

*At the conclusion of this course, the student should 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 concepts.

## **Evaluation Methods**

Objective exams

Substantial writing assignments are required.

- Informal essay/short composition
- Writing assignments include short-answer exam questions, written plans, and analysis of case studies.

## **Textbooks**

Textbooks:

Nickels, William; McHugh, James; McHugh, Susan. Understanding Business. New York, NY McGraw Hill.

Boone & Kurtz . Contemporary Business. Hoboken, N.J. Wiley.

Ebert & Griffin. Business Essentials. Upper Saddle River, N.J. Prentice Hall.

Periodical(s)

Inc.

Fortune

Wall Street Journal

Bloomberg Business Week