



CATALOG DESCRIPTION

A survey course presenting an overall integrated picture of American business and its operations. Included are such topics as; forms of business ownership, management, internal organization, production, personnel, labor relations, marketing, short-term and long-term finance, insurance, accounting principles, business law, and entrepreneurship.

Prerequisites: RDNG-095 and ENGL-095

Semester Offered Fall, Spring, Summer

Common Student Learning Outcomes

Upon successful completion of San Juan College programs and degrees, the student will demonstrate competency in...

BROAD AND SPECIALIZED LEARNING

Students will actively and independently acquire, apply, and adapt skills and knowledge with an awareness of global contexts.

CRITICAL THINKING

Students will think analytically and creatively to explore ideas, make connections, draw conclusions and solve problems.

CULTURAL AND CIVIC ENGAGEMENT

Students will act purposefully, reflectively, and ethically in diverse and complex environments.

EFFECTIVE COMMUNICATION

Students will exchange ideas and information with clarity in multiple contexts.

INFORMATION LITERACY

Students will be able to recognize when information is needed and have the ability to locate, evaluate, and use it effectively.

INTEGRATING TECHNOLOGIES

Students will demonstrate fluency in the application and use of technologies in multiple contexts.

Student work from this class may be randomly selected and used anonymously for assessment of course, program, and/or institutional learning outcomes. For more information, please refer to the Dean of the appropriate School.

Course Learning Outcomes

Upon successful completion of the course, the student will be able to...

GENERAL LEARNING GOALS

1. Explain how business and entrepreneurship affects the quality of life in the world around us.
2. Explain the characteristics of the different forms of business ownership (corporation, partnership, sole proprietorship, etc).
3. Perform basic stakeholder analysis concerning accountability, ethics and social responsibility of business.
4. Demonstrate knowledge of the various dimensions of the business environment including; political and legal, socio-cultural, environmental issues, diversity, economic, technological, and global environments.
5. Describe the purpose and functions finance, operations, marketing, management, accounting and information systems.
6. Demonstrate basic skills such as use of common business terminology, information search skills, presentation skills, writing skills and team skills.

7. Explain how current trends and concepts affect business organizations.
8. Demonstrate knowledge in marketing activities as they relate to business and consumer.
9. Describe human resource management and explain how managers plan for the organization's human resource needs.
10. Explain the importance of accounting information and measurement systems in today's business.

SPECIFIC LEARNING OBJECTIVES

Upon successful completion of the course, the student will be able to ...

Supports
General
Learning Goals

Chapter 1.

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| 1.1 | DEFINE BUSINESS AND DISCUSS THE ROLE OF BUSINESS IN THE ECONOMY. | 1,4 |
| 1.2 | EXPLAIN THE EVOLUTION OF MODERN BUSINESS. | 1,6 |
| 1.3 | DISCUSS THE ROLE OF NONPROFIT ORGANIZATIONS IN THE ECONOMY. | 1 |
| 1.4 | OUTLINE THE CORE FACTORS OF PRODUCTION HOW THEY AFFECT THE ECONOMY. | 1,4 |
| 1.5 | DESCRIBE TODAY'S BUSINESS ENVIRONMENT, AND DISCUSSED EACH KEY DIMENSION. | 1,4,7 |
| 1.6 | EXPLAIN HOW CURRENT BUSINESS TRENDS MIGHT AFFECT YOUR CAREER CHOICES. | 1,4,7 |

Chapter 2.

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| 2.1 | DEFINE ECONOMICS AND DISCUSS THE EVOLVING GLOBAL ECONOMIC CRISIS. | 1,3,4,5,6,7 |
| 2.2 | ANALYZE THE IMPACT OF FISCAL AND MONETARY POLICY ON THE ECONOMY. | 1,3,4,5,6,7 |
| 2.3 | EXPLAIN AND EVALUATE THE FREE MARKET SYSTEM AND SUPPLY AND DEMAND. | 1,3,4,5,7 |
| 2.4 | EXPLAIN AND EVALUATE PLANNED MARKET SYSTEMS. | 1,3,4,5,7 |
| 2.5 | DESCRIBE THE TREND TOWARD MIXED MARKET SYSTEMS. | 3,4,5,7 |
| 2.6 | DISCUSSED KEY TERMS AND TOOLS TO EVALUATE ECONOMIC PERFORMANCE. | 4,5,7 |

Chapter 3.

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| 3.1 | DISCUSS BUSINESS OPPORTUNITIES IN THE WORLD ECONOMY. | 1,4,5,6,7 |
| 3.2 | EXPLAIN THE KEY REASONS FOR INTERNATIONAL TRADE. | 1,4,5,6,7 |
| 3.3 | DESCRIBE THE TOOLS FOR MEASURING INTERNATIONAL TRADE. | 1,4,5,6,7 |
| 3.4 | ANALYZE STRATEGIES FOR REACHING GLOBAL MARKETS. | 1,4,5,6,7 |
| 3.5 | DISCUSS BARRIERS TO INTERNATIONAL TRADE AND STRATEGIES TO SURMOUNT THEM. | 1,4,5,6,7 |
| 3.6 | DESCRIBE THE FREE-TRADE MOVEMENT AND DISCUSS KEY BENEFITS AND CRITICISMS. | 1,4,5,6,7 |

Chapter 4.

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| 4.1 | DEFINE ETHICS AND EXPLAIN THE CONCEPT OF UNIVERSAL ETHICAL STANDARDS. | 1,3,4,7 |
| 4.2 | DESCRIBE BUSINESS ETHICS AND ETHICAL DILEMMAS. | 1,3,4,7 |
| 4.3 | DISCUSS HOW ETHICS RELATES TO BOTH THE INDIVIDUAL AND THE ORGANIZATION. | 1,3,4,7 |
| 4.4 | DEFINE SOCIAL RESPONSIBILITY AND EXAMINE THE IMPACT ON STAKEHOLDER GROUPS. | 1,3,4,7 |
| 4.5 | EXPLAIN THE ROLE OF SOCIAL RESPONSIBILITY IN THE GLOBAL ARENA. | 1,3,4,7 |
| 4.6 | DESCRIBE HOW COMPANIES EVALUATE THEIR EFFORTS TO BE SOCIALLY RESPONSIBLE. | 1,3,4,7 |

Chapter 5.

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| 5.1 | EXPLAIN THE IMPORTANCE OF EXCELLENT BUSINESS COMMUNICATION. | 6 |
| 5.2 | DESCRIBE THE KEY ELEMENTS OF NONVERBAL COMMUNICATION. | 6 |
| 5.3 | COMPARE, CONTRAST, AND CHOOSE EFFECTIVE COMMUNICATION CHANNELS. | 6 |
| 5.4 | CHOOSE THE RIGHT WORDS FOR EFFECTIVE COMMUNICATION. | 6 |
| 5.5 | WRITE MORE EFFECTIVE BUSINESS MEMOS, LETTERS, AND E-MAILS. | 6 |
| 5.6 | CREATE AND DELIVER SUCCESSFUL VERBAL PRESENTATIONS. | 6 |

Chapter 6.

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| 6.1 | DESCRIBE THE CHARACTERISTICS OF THE FOUR BASIC FORMS OF BUSINESS OWNERSHIP. | 2,4,7 |
| 6.2 | DISCUSS THE ADVANTAGES AND DISADVANTAGES OF A SOLE PROPRIETORSHIP. | 2,4,7 |
| 6.3 | EVALUATE THE PROS AND CONS OF THE PARTNERSHIP AS A FORM OF BUSINESS OWNERSHIP. | 2,4,7 |
| 6.4 | EXPLAIN WHY CORPORATIONS HAVE BECOME THE DOMINANT FORM OF BUSINESS OWNERSHIP. | 2,4,7 |
| 6.5 | EXPLAIN WHY LIMITED LIABILITY COMPANIES ARE BECOMING AN INCREASINGLY POPULAR FORM OF BUSINESS OWNERSHIP. | 2,4,7 |
| 6.6 | EVALUATE THE ADVANTAGES AND DISADVANTAGES OF FRANCHISING. | 2,4,7 |

Chapter 7.

7.1	EXPLAIN THE KEY REASONS TO LAUNCH A SMALL BUSINESS.	1,4,7
7.2	DESCRIBE THE TYPICAL ENTREPRENEURIAL MINDSET AND CHARACTERISTICS.	1,4,7
7.3	DISCUSS FUNDING OPTIONS FOR SMALL BUSINESS	1,4,7
7.4	ANALYZE THE OPPORTUNITIES AND THREATS THAT SMALL BUSINESSES FACE.	1,4,7
7.5	DISCUSS WAYS TO BECOME A NEW BUSINESS OWNER AND TOOLS TO FACILITATE SUCCESS.	1,4,7
7.6	EXPLAIN THE SIZE, SCOPE, AND ECONOMIC CONTRIBUTIONS OF SMALL BUSINESS.	1,4,7

Chapter 8.

8.1	DEFINE ACCOUNTING AND DESCRIBE HOW ACCOUNTING INFORMATION IS USED BY VARIETY OF STAKEHOLDERS.	5,10
8.2	IDENTIFY THE PURPOSES AND GOALS OF GENERALLY ACCEPTED ACCOUNTING PRINCIPLES.	5,10
8.3	DESCRIBE THE KEY ELEMENTS OF THE MAJOR FINANCIAL STATEMENTS.	5,10
8.4	DESCRIBES SEVERAL METHODS STAKEHOLDERS CAN USE TO OBTAIN USEFUL INSIGHTS FROM A COMPANY'S FINANCIAL STATEMENTS.	5,10
8.5	EXPLAIN HOW THE BUDGET PROCESS CAN HELP MANAGERS PLAN, MOTIVATE, AND EVALUATE THEIR ORGANIZATION'S PERFORMANCE.	5,10
8.6	EXPLAIN THE ROLE OF MANAGERIAL ACCOUNTING AND DESCRIBE THE VARIOUS COST CONCEPTS IDENTIFIED BY MANAGERIAL ACCOUNTANTS.	5,10

Chapter 9.

9.1	IDENTIFY THE GOAL OF FINANCIAL MANAGEMENT AND EXPLAIN THE ISSUES FINANCIAL MANAGERS CONFRONT AS THEY SEEK TO ACHIEVE THIS GOAL.	4,5,10
9.2	DESCRIBE THE TOOLS FINANCIAL MANAGERS USE TO EVALUATE THE COMPANY'S CURRENT FINANCIAL CONDITION AND DEVELOP FINANCIAL PLANS.	4,5,10
9.3	EVALUATE THE MAJOR SOURCES OF FUNDS AVAILABLE TO MEET A FIRM'S SHORT-TERM AND LONG-TERM FINANCIAL NEEDS.	4,5,10
9.4	IDENTIFY THE KEY ISSUES INVOLVED IN DETERMINING A FIRM'S CAPITAL STRUCTURE.	4,5,10
9.5	DESCRIBE HOW FINANCIAL MANAGERS ACQUIRE AND MANAGE CURRENT ASSETS.	4,5,10
9.6	EXPLAIN HOW FINANCIAL MANAGERS EVALUATE CAPITAL BUDGETING PROPOSALS TO IDENTIFY THE BEST LONG-TERM INVESTMENT OPTIONS FOR THEIR COMPANY.	4,5,10

Chapter 10.

10.1	EXPLAIN THE ROLE OF FINANCIAL MARKETS IN THE US ECONOMY AND IDENTIFY THE KEY PLAYERS IN THESE MARKETS.	4,5,10
10.2	IDENTIFY THE KEY LAWS THAT GOVERN THE WAY FINANCIAL MARKETS OPERATE AND EXPLAIN THE IMPACT OF EACH LAW.	4,5,7,10
10.3	DESCRIBE AND COMPARE THE MAJOR TYPES OF SECURITIES THAT ARE TRADED IN SECURITIES MARKETS.	4,5,7,10
10.4	EXPLAIN HOW SECURITIES ARE ISSUED THE PRIMARY MARKET AND TRADED ON SECONDARY MARKETS.	4,5,10
10.5	COMPARE SEVERAL STRATEGIES THAT INVESTORS USE TO INVEST IN SECURITIES.	4,5,7,10
10.6	INTERPRET THE INFORMATION PROVIDED IN STOCK QUOTES AVAILABLE ON FINANCIAL WEBSITES.	4,5,10

Chapter 11.

11.1	DISCUSS THE OBJECTIVES, THE PROCESS, AND THE SCOPE OF MARKETING.	3,4,5,6,7,8
11.2	IDENTIFY THE ROLE OF THE CUSTOMER IN MARKETING.	3,4,5,6,7,8
11.3	EXPLAIN EACH ELEMENT OF MARKETING STRATEGY.	3,4,5,6,7,8
11.4	DESCRIBE THE CONSUMER AND BUSINESS DECISION-MAKING PROCESS.	3,4,5,6,7,8
11.5	DISCUSS THE KEY ELEMENTS OF MARKETING RESEARCH.	3,4,5,6,7,8
11.6	EXPLAIN THE ROLES OF SOCIAL RESPONSIBILITY AND TECHNOLOGY IN MARKETING.	3,4,5,6,7,8

Chapter 12.

12.1	EXPLAIN "PRODUCT" AND IDENTIFY PRODUCT CLASSIFICATIONS.	3,4,5,6,7,8
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12.2	DESCRIBE PRODUCT DIFFERENTIATION IN THE KEY ELEMENTS OF PRODUCT PLANNING.	3,4,5,6,7,8
12.3	DISCUSS INNOVATION AND THE PRODUCT LIFECYCLE.	3,4,5,6,7,8
12.4	ANALYZE AND EXPLAIN PROMOTION AND INTEGRATED MARKETING COMMUNICATIONS.	3,4,5,6,7,8
12.5	DISCUSS DEVELOPMENT OF THE PROMOTIONAL MESSAGE.	3,4,5,6,7,8
12.6	DISCUSSED THE PROMOTIONAL MIX AND THE VARIOUS PROMOTIONAL TOOLS.	3,4,5,6,7,8
Chapter 13.		
13.1	DEFINE DISTRIBUTION AND DIFFERENTIATE BETWEEN CHANNELS OF DISTRIBUTION AND PHYSICAL DISTRIBUTION.	3,4,5,6,7,8
13.2	DESCRIBE THE VARIOUS TYPES OF WHOLESALE DISTRIBUTORS.	3,4,5,6,7,8
13.3	DISCUSS STRATEGIES AND TRENDS IN STORE AND NON-STORE RETAIL.	3,4,5,6,7,8
13.4	EXPLAIN THE KEY FACTORS IN PHYSICAL DISTRIBUTION.	3,4,5,6,7,8
13.5	OUTLINE CORE PRICING OBJECTIVES AND STRATEGIES.	3,4,5,6,7,8
13.6	DISCUSS PRICING IN PRACTICE, INCLUDING THE ROLE OF CONSUMER PERCEPTIONS.	3,4,5,6,7,8
Chapter 14.		
14.1	DISCUSS THE ROLE OF MANAGEMENT AND ITS IMPORTANCE TO ORGANIZATIONAL SUCCESS.	4,5,6,7,9
14.2	EXPLAIN KEY THEORIES AND CURRENT PRACTICES OF MOTIVATION.	4,5,6,7,9
14.3	OUTLINE THE CATEGORIES OF BUSINESS PLANNING AND EXPLAIN STRATEGIC PLANNING.	4,5,6,7,9
14.4	DISCUSS THE ORGANIZATIONAL FUNCTION OF MANAGEMENT.	4,5,6,7,9
14.5	EXPLAIN THE ROLE OF MANAGERIAL LEADERSHIP AND THE KEY LEADERSHIP STYLES.	4,5,6,7,9
14.6	DESCRIBE THE MANAGEMENT CONTROL PROCESS.	4,5,6,7,9
Chapter 15.		
15.1	EXPLAIN THE IMPORTANCE OF HUMAN RESOURCES TO BUSINESS SUCCESS.	4,5,6,7,9
15.2	DISCUSS KEY HUMAN RESOURCE ISSUES IN TODAY'S ECONOMY.	4,5,6,7,9
15.3	OUTLINE CHALLENGES AND OPPORTUNITIES THAT THE HUMAN RESOURCES FUNCTION FACES	4,5,6,7,9
15.4	DISCUSS HUMAN RESOURCE PLANNING AND CORE HUMAN RESOURCE RESPONSIBILITIES.	4,5,6,7,9
15.5	EXPLAIN THE KEY FEDERAL LEGISLATION THAT AFFECTS HUMAN RESOURCES.	4,5,6,7,9
Chapter 16.		
16.1	EXPLAIN THE BASIC ELEMENTS OF COMPUTER TECHNOLOGY-INCLUDING HARDWARE, SOFTWARE, AND NETWORKS,-AND DESCRIBE KEY TRENDS IN EACH AREA.	4,5,6,7,10
16.2	DISCUSS THE REASONS FOR INCREASING POPULARITY OF CLOUD COMPUTING.	4,5,6,7,10
16.3	DESCRIBE HOW DATA BECOME INFORMATION AND HOW DECISION-SUPPORT SYSTEMS CAN PROVIDE HIGH QUALITY INFORMATION THAT HELPS MANAGERS MAKE BETTER DECISIONS.	4,5,6,7,10
16.4	EXPLAIN HOW INTERNET-BASED TECHNOLOGIES HAVE CHANGED BUSINESS TO CONSUMER AND BUSINESS-TO-BUSINESS COMMERCE.	4,5,6,7,10
16.5	DESCRIBE THE PROBLEMS POSED BY THE RAPID CHANGES IN INTERNET-BASED TECHNOLOGIES, EXPLAIN WAYS TO ADDRESS THESE PROBLEMS.	4,5,6,7,10
Chapter 17.		
17.1	DEFINED OPERATIONS MANAGEMENT AND DESCRIBE HOW THE ROLE OF OPERATIONS MANAGEMENT HAS CHANGED OVER THE PAST 50 YEARS.	5,7,9
17.2	DISCUSS THE KEY RESPONSIBILITIES OF OPERATIONS MANAGERS.	5,7,9
17.3	DESCRIBE HOW OPERATIONS MANAGERS FACE SPECIAL CHALLENGES POSED BY THE PROVISION OF SERVICES.	5,7,9
17.4	EXPLAIN HOW CHANGES IN TECHNOLOGY HAVE REVOLUTIONIZED OPERATIONS MANAGEMENT.	5,7,9
17.5	DESCRIBE THE STRATEGIES OPERATIONS MANAGERS HAVE USED TO IMPROVE THE QUALITY OF GOODS AND SERVICES.	5,7,9
17.6	EXPLAIN HOW LEAN AND GREEN PRACTICES CAN HELP BOTH THE ORGANIZATION AND THE ENVIRONMENT.	5,7,9