

BUSI-100: INTRODUCTION TO BUSINESS

Effective Term

Fall 2025

CC Approval

04/21/2023

AS Approval

04/25/2023

BOT Approval

05/18/2023

SECTION A - Course Data Elements

CB04 Credit Status

Credit - Degree Applicable

Discipline

Minimum Qualifications	And/Or
Business (Master's Degree)	

Subject Code

BUSI - Business

Course Number

100

Department

Business and Entrepreneurship

Division

Business and Computer Studies

Full Course Title

Introduction to Business

Short Title

Introduction to Business

CB03 TOP Code

0501.00 - *Business and Commerce, General

CB08 Basic Skills Status

NBS - Not Basic Skills

CB09 SAM Code

D - Possibly Occupational

Rationale

Approval date updates.

SECTION B - Course Description

Catalog Course Description

This course is 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. It 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's ability to achieve its organizational goals.

SECTION C - Conditions on Enrollment

Open Entry/Open Exit

No

Repeatability

Not Repeatable

Grading Options

Letter Grade or Pass/No Pass

Allow Audit

Yes

Requisites

SECTION D - Course Standards

Is this course variable unit?

No

Units

3.00

Lecture Hours

54.00

Outside of Class Hours

108

Total Contact Hours

54

Total Student Hours

162

Distance Education Approval

Is this course offered through Distance Education?

Yes

Online Delivery Methods

DE Modalities	Permanent or Emergency Only?
Entirely Online	Permanent
Hybrid	Permanent
Online with Proctored Exams	Permanent

SECTION E - Course Content

Student Learning Outcomes

Upon satisfactory completion of the course, students will be able to:	
1.	Apply current business computer applications.
2.	Interact professionally and ethically through oral and written communications.
3.	Apply knowledge of management techniques and business theory.

Course Objectives

Upon satisfactory completion of the course, students 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. Apply the total marketing concept and discuss how marketing strategies are developed.
8. Identify key human resource management functions and laws.
9. Identify the marketing mix (4 P's) 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.

Course 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

Methods of Instruction

Methods of Instruction

Types	Examples of learning activities
Activity	Discuss the various ways in which Napa Valley College display acts of social responsibility toward three groups: 1. students 2. employees 3. and the community. After allowing enough time for a short discussion within the teams, make a list on a flip-chart of each team's perceptions of social responsibility toward each of the three groups. Be prepared to discuss with the class.

Online Adaptation

Types	Examples of learning activities
Activity	
Directed Study	
Discussion	Describe and identify how technology impacts all the primary functions of the business.
Group Work	
Individualized Instruction	

Journal

Lecture

Instructor-Initiated Online Contact Types

Announcements/Bulletin Boards

Chat Rooms

Discussion Boards

E-mail Communication

Video or Teleconferencing

Student-Initiated Online Contact Types

Chat Rooms

Discussions

Group Work

Course design is accessible

Yes

Methods of Evaluation**Methods of Evaluation**

Types	Examples of classroom assessments
Essays/Papers	Substantial writing assignments are required. - Informal essay/short composition - Writing assignments include short-answer exam questions, written plans, and analysis of case studies.

Assignments**Reading Assignments**

Textbook, handouts, research materials, tests, and other written or multi-media materials assigned by the instructor.

Writing Assignments

Homework assignments, analysis of outside reading materials and/or term paper, and tests

SECTION F - Textbooks and Instructional Materials**Material Type**

Open Educational Resource (OER)

Author

Lawrence J. Gitman

Title

Introduction to Business

Publisher

OpenStax

Year

2018

ISBN #

9781593995485

SECTION G - Diversity, Equity and Inclusivity

Course Codes (Admin Only)

CB00 State ID

CCC000319842

CB10 Cooperative Work Experience Status

N - Is Not Part of a Cooperative Work Experience Education Program

CB11 Course Classification Status

Y - Credit Course

CB13 Special Class Status

N - The Course is Not an Approved Special Class

CB23 Funding Agency Category

Y - Not Applicable (Funding Not Used)

CB24 Program Course Status

Program Applicable

Allow Pass/No Pass

Yes

Only Pass/No Pass

No