

BUSI 22: PRINCIPLES OF BUSINESS

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2022
Units:	5
Hours:	5 lecture per week (60 total per quarter)
Advisory:	Not open to students with credit in BUSI 22H or 52.
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Area IV: Social & Behavioral Sciences
Transferable:	CSU/UC
Grade Type:	Letter Grade (Request for Pass/No Pass)
Repeatability:	Not Repeatable

Student Learning Outcomes

- Students will demonstrate appropriate use of business terms and concepts.
- Students will critically analyze, evaluate and interpret business problems and solutions.
- Students will demonstrate professional communication skills.

Description

Examination of the principles and functions of business and the objectives and operations of the corporate and small business managerial decision-making process. The course examines the relationship between businesses and consumers, internal and external stakeholders and how those relationships impact business operations. The course topics include the impact of globalization on business operations, and how economic, political, legal, and social issues impact business operations. In addition, the course covers basic business and corporate ethics and social responsibility topics.

Course Objectives

The student will be able to:

1. Describe the basic nature and operation of formal business organizations, the functions and responsibilities of the businessperson, and the development of current knowledge in business administration.
2. Examine the full range of international business challenges in finance, trade, marketing, and management.
3. Explain the importance, complexity and interrelationship of the economic, political and social environments within which business persons must pursue their careers and develop social responsibilities.
4. Develop a framework for further study of business and career guidance.
5. Describe the changes taking place in the American business economy and understand their significance.
6. Demonstrate a global sensitivity to management issues such as outsourcing and contract manufacturing.

7. Develop decision-making skills and to think critically and communicate effectively.

Course Content

1. The nature and environment of business, career opportunities, organizational development.
2. Ownership, management, and organization of formal organizations including small business, publicly held corporations, private companies and franchising operations.
3. Production, purchasing, location and layout, marketing (domestic and international), retailing, and advertising as it affects the business enterprise.
4. Personnel functions including selection, training, compensation; role of unions and labor legislation.
5. Finance, financial institutions, stock and commodity exchanges; risks and insurance as they affect the economy.
6. Quantitative controls for decision making: accounting and financial statements, business statistics, data processing, budgeting, and forecasting.
7. Legal and regulatory environment of business, taxation, regulation of competitive business; business ethics.
8. Consumerism and future trends and influences on business.
9. The international arena.
10. Equal employment opportunity (EEO).
11. International dimensions of organizational behavior.
12. Organizational behavior in perspective.

Lab Content

Not applicable.

Special Facilities and/or Equipment

When taught as an online distance learning section, students and faculty need ongoing and continuous internet and email access.

Method(s) of Evaluation

Methods of Evaluation may include but are not limited to the following:

Class discussions on current weekly material covered (in e-forums if online)
 Case problems requiring use of personal productivity software to use computation, critical thinking, and creative problem-solving
 Oral reports/presentations as individual or group projects
 Quizzes and objective examinations (midterm and final exams)
 Written article analysis of current information systems topics
 Written critical analysis of text questions, cases, and handout materials

Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:

Lectures
 Cooperative learning exercises
 Demonstration
 In-class and/or online discussions
 Oral and/or online presentations
 Individual reading/research

Representative Text(s) and Other Materials

Solomon, Poatsy, and Martin. Better Business, 5th ed.. 2020.

When course is taught online: Additional information, notes, handouts, and/or other relevant course material will be delivered by email and other appropriate online channels (e.g., textbook-associated online companion tools), and discussion may be delivered in chat rooms or moderated bulletin boards/listservs.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

1. Critical thinking cases or article analysis, through handouts or student research.
2. Term project-team/individual written business plan/concept paper and presentation.

Discipline(s)

Business