

# BUSI 22H: HONORS PRINCIPLES OF BUSINESS

## Foothill College Course Outline of Record

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

## Student Learning Outcomes

- Analyze standard business cases and their implications on the management and operation of a for profit or non-profit enterprise, using relevant business terminology, concepts, principles, and frameworks.
- Demonstrate the ability to collaboratively define problems, analyze and determine course (s) of action, apply solutions, communicate results to pertinent stakeholders, and reflect on the outcomes.

## 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. As an honors course, this course will use advanced teaching methods and current real-world business situations to enhance and deepen student learning of critical business concepts and frameworks. With an emphasis on research and analysis, students will apply critical thinking skills and business concepts to develop their knowledge of how businesses succeed within today's global business environment.

## Course Objectives

The student will be able to:

- 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.
- Examine the full range of international business challenges in finance, trade, marketing, and management.

- 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.
- Develop a framework for further study of business and career guidance.
- Describe the changes taking place in the American business economy and understand their significance.
- Demonstrate a global sensitivity to management issues such as outsourcing and contract manufacturing.
- Develop decision-making skills and to think critically and communicate effectively.
- Demonstrate basic knowledge of key components of a business plan.
  - Describe and apply the Business Model Canvas framework to a standard business.

## Course Content

- The nature and environment of business, career opportunities, organizational development.
- Ownership, management, and organization of formal organizations including small business, publicly held corporations, private companies and franchising operations.
- Production, purchasing, location and layout, marketing (domestic and international), retailing, and advertising as it affects the business enterprise.
- Personnel functions including selection, training, compensation; role of unions and labor legislation.
- Finance, financial institutions, stock and commodity exchanges; risks and insurance as they affect the economy.
- Quantitative controls for decision making: accounting and financial statements, business statistics, data processing, budgeting, and forecasting.
- Legal and regulatory environment of business, taxation, regulation of competitive business; business ethics.
- Consumerism and future trends and influences on business.
  - The international arena.
  - Equal employment opportunity (EEO).
- International dimensions of organizational behavior.
  - Organizational behavior in perspective.
- Entrepreneurship building blocks, representative survey of the critical components of a business plan (e.g., elevator pitch, mission statement, business model, customer segmentation, SWOT Analysis, Risk Analysis, Breakeven Analysis, etc.).

## 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

Written critical analysis of text, case studies, and entrepreneurship building blocks  
Weekly discussions of written article analysis of current business events  
Oral/online reports/projects: individual and team  
Business plan/concept paper development skills (individual or team)  
Quizzes and exam(s)  
Business Model Canvas framework analysis  
Development of research paper topic, or problem statement and outline:  
1. Written 10-page research paper or analytical project assignment on specific topic of interest, directly related to specific areas of interest  
2. Group oral presentation (PowerPoint) on assigned topic  
3. Consistent participation in course demonstrating mastery of key business concepts across multiple functions within a business  
4. Demonstrated ability to systematically research, analyze, synthesize, and present findings within the context of a paper or analysis

## Discipline(s)

Business

## 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  
Weekly intensive seminar-style discussions that are highly interactive  
Weekly written notes on reading assignments that demonstrate substantial and systematic understanding of material  
Literature search on topics of class discussions

## 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

- a. Critical thinking cases or article analysis, through handouts or student research.
- b. Term project-team/individual written business plan/concept paper and presentation.
- c. Special applied projects: students will submit a report addressing at least one applied, real-world business situation. These special applied projects will require students to apply the related business concepts and theory to current business situations, and form their own point of view, using critical thinking, accurate business language and professional business writing. Projects may require the use of a computer and may require field visits and research.
- d. Worksheets: problems and activities covering the subject matter. Such problems and activities will require students to think critically. These worksheets may be completed inside or outside of class.