

**BAD 10 Course Outline as of Fall 2009****CATALOG INFORMATION**

Dept and Nbr: BAD 10                      Title: AMERICAN BUS-GLOBAL CONT  
 Full Title: American Business in Its Global Context  
 Last Reviewed: 9/14/2020

Units		Course Hours per Week		Nbr of Weeks	Course Hours Total	
Maximum	3.00	Lecture Scheduled	3.00	17.5	Lecture Scheduled	52.50
Minimum	3.00	Lab Scheduled	0	5	Lab Scheduled	0
		Contact DHR	0		Contact DHR	0
		Contact Total	3.00		Contact Total	52.50
		Non-contact DHR	0		Non-contact DHR	0

Total Out of Class Hours: 105.00

Total Student Learning Hours: 157.50

Title 5 Category: AA Degree Applicable  
 Grading: Grade or P/NP  
 Repeatability: 00 - Two Repeats if Grade was D, F, NC, or NP  
 Also Listed As:  
 Formerly: BAD 50

**Catalog Description:**

American business as both institution and organization considered in its natural, social, and global economic environments. An overview of the principal functions of business firm: business goals and strategy; financial management and institutions; organization structure and management; marketing; computing technologies, telecommunications, and information sciences; social, legal and regulatory responsibilities; described within the emerging global business context. Emphasis on concepts and terminology relevant to the new global business environment.

**Prerequisites/Corequisites:****Recommended Preparation:**

Eligibility for ENGL 100 or ESL 100.

**Limits on Enrollment:****Schedule of Classes Information:**

Description: American business as both institution and organization considered in its natural, social, and global economic environments. Emphasis on concepts and terminology relevant to

the new global business environment. (Grade or P/NP)

Prerequisites/Corequisites:

Recommended: Eligibility for ENGL 100 or ESL 100.

Limits on Enrollment:

Transfer Credit: CSU;UC.

Repeatability: Two Repeats if Grade was D, F, NC, or NP

## **ARTICULATION, MAJOR, and CERTIFICATION INFORMATION:**

<b>AS Degree:</b>	<b>Area</b>		Effective:	Inactive:
	D	Social and Behavioral Sciences	Fall 1981	
	H	Global Perspective and Environmental Literacy		

<b>CSU GE:</b>	<b>Transfer Area</b>		Effective:	Inactive:
	D	Social Science	Fall 1981	
	D1	Anthropology and Archeology		
	D2	Economics		
	D3	Ethnic Studies		
	D4	Gender Studies		

<b>IGETC:</b>	<b>Transfer Area</b>		Effective:	Inactive:
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<b>CSU Transfer:</b>	Transferable	Effective:	Fall 1981	Inactive:
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<b>UC Transfer:</b>	Transferable	Effective:	Fall 1981	Inactive:
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### **CID:**

CID Descriptor: BUS 110 Introduction to Business

SRJC Equivalent Course(s): BAD10

### **Certificate/Major Applicable:**

Both Certificate and Major Applicable

## **COURSE CONTENT**

### **Outcomes and Objectives:**

Upon the completion of this course, students will be able to:

- 1) Analyze business concepts and terminology by which the modern American business in its emergent global context is described.
- 2) Examine each major functional area of the global business firm.
- 3) Study how the specialized areas of business interrelate both within the organization and in the global business environment.
- 4) Assess the various global economic systems in which American business is obliged to operate.
- 5) Assess the challenges to American business of global economic integration including social, cultural and environmental impacts.
- 6) Critique ideas that underlie the development of public policy relevant to business, in their proper historical, theoretical, and global contexts.
- 7) Evaluate current issues in the global (i.e. social, economic, political, legal, ethical) environment of business.
- 8) Appraise opportunities for more advanced study in broad field of

## Topics and Scope:

- 1) Global business issues
- 2) Business goals and strategies
- 3) Basic economic concepts
- 4) Financial management and institutions
- 5) Organization structure and management
- 6) Marketing
- 7) Computers and information sciences
- 8) Social responsibilities
- 9) Legal and regulatory environments of business
- 10) International business

## Assignment:

1. Written assignment: greater than five page typewritten research paper on a contemporary topic
2. Weekly quizzes
3. Midterm examinations
4. Investment exercise
5. Reading assignments, from texts and handouts

## Methods of Evaluation/Basis of Grade:

**Writing:** Assessment tools that demonstrate writing skills and/or require students to select, organize and explain ideas in writing.

Term papers

Writing  
10 - 30%

**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Investment exercise

Problem solving  
5 - 20%

**Skill Demonstrations:** All skill-based and physical demonstrations used for assessment purposes including skill performance exams.

None

Skill Demonstrations  
0 - 0%

**Exams:** All forms of formal testing, other than skill performance exams.

Multiple choice, Matching items, Completion, Essay exam

Exams  
40 - 80%

**Other:** Includes any assessment tools that do not logically fit into the above categories.

Participation
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Other Category 1 - 10%
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**Representative Textbooks and Materials:**

Business: A Changing World, 6th ed. by Ferrell, Hirt, and Ferrell, 2008, McGraw-Hill/Irwin  
Excellence in Business, 3rd ed. by Bovee, Thill, and Mescon, 2007, Pearson/Prentice Hall