

**BAD 10 Course Outline as of Spring 2020****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. 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. (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	
<b>CSU GE:</b>	H	Global Perspective and Environmental Literacy		
	<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**

### **Student Learning Outcomes:**

At the conclusion of this course, the student should be able to:

1. Differentiate and analyze business concepts and terminology that effect American business in its emergent global context.
2. Demonstrate an understanding of the major functional areas in Business Administration and how they relate to each other.
3. Assess the challenges to American business of operating in a diverse global economic, social, cultural, political and legal environment.
4. Appraise opportunities for more advanced study in Business Administration.

### **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 Business Administration.

### **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. Two to three examinations, a midterm, and a final exam

4. Investment exercise

5. Reading assignments of approximately 30 pages per week from text 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.

Research paper
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Writing 10 - 30%
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**Problem Solving:** Assessment tools, other than exams, that demonstrate competence in computational or non-computational problem solving skills.

Investment exercise
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Problem solving 5 - 20%
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**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

Other Category  
0 - 10%

**Representative Textbooks and Materials:**

Business: A Changing World, 8th ed. by Ferrell, Hirt, and Ferrell, 2010, Irwin McGraw-Hill.