

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:

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

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

IGETC:	Transfer Area		Effective:	Inactive:
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CSU Transfer:	Transferable	Effective:	Fall 1981	Inactive:
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UC Transfer:	Transferable	Effective:	Fall 1981	Inactive:
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CID:

CID Descriptor:	BUS 110	Introduction to Business
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SRJC Equivalent Course(s):	BAD10
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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 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	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	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%
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Exams: All forms of formal testing, other than skill performance exams.

Multiple choice, matching items, completion, essay exam	Exams 40 - 80%
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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.