BAD 10 Course Outline as of Fall 2021

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:
This course is a survey in business providing a multidisciplinary analysis of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization's policy and practices within the U.S and in a global context. It covers how these influences impact the main areas of business including: organizational structure and design; leadership, human resource management, organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, financial practices; the stock and securities market; and therefore affect a business' ability to achieve its organizational goals. This class is recommended for Business Administration majors intending to transfer to a 4 year institution.

Prerequisites/Corequisites:

Recommended Preparation:
Eligibility for ENGL 100 or ESL 100 or appropriate placement based on AB705 mandates

Limits on Enrollment:

Schedule of Classes Information:

Description: This course is a survey in business providing a multidisciplinary analysis of how culture, society, economic systems, legal, international, political, financial institutions, and human behavior interact to affect a business organization's policy and practices within the U.S and in a global context. It covers how these influences impact the main areas of business including: organizational structure and design; leadership, human resource management, organized labor practices; marketing; organizational communication; technology; entrepreneurship; legal, accounting, financial practices; the stock and securities market; and therefore affect a business' ability to achieve its organizational goals. This class is recommended for Business Administration majors intending to transfer to a 4 year institution. (Grade or P/NP)
Prerequisites/Corequisites:
Recommended: Eligibility for ENGL 100 or ESL 100 or appropriate placement based on AB705 mandates
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:

CSU Transfer:	Transferable	Effective:	Fall 1981	Inactive:
UC Transfer:	Transferable	Effective:	Fall 1981	Inactive:

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:
At the conclusion of this course, the student should 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. Foundations of American Business
2. Forms of Business Enterprise
3. Ethical and Social Responsibilities of Business
4. Economic Foundations
5. International Business
6. Management, Leadership, and Motivation
7. Production and Operations Management
8. Human Resource Management
9. Marketing and Consumer Behavior
10. E-Business and Information Technology
11. Accounting
12. Financial Management
13. Securities Markets and the Financial System
14. Business Law
15. Risk Management and Insurance

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%

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.

Quizzes, examinations, a midterm, and a final 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:
Understanding Business. 12th ed. Nickels, William and McHugh, James and McHugh, Susan. McGraw Hill. 2019
Contemporaty Business.18th ed. Boon, Louis and Kurtz, David. Wiley. 2019
Business Essentials. 12th ed. Ebert, Ronald and Griffin, Ricky. Pearson. 2019

Periodicals:
Inc.
Fortune
Wall Street Journal
Bloomberg Business Week