



El Camino College
 COURSE OUTLINE OF RECORD – Official

Course Acronym:	BUS
Course Number:	120
Descriptive Title:	Business Management
Division:	Business
Department:	Business Management
Course Disciplines:	Business, Management
Catalog Description:	<p>This course is a study of the concepts and procedures critical to managing a business successfully in a global, competitive environment. Planning, organizing, leading, controlling, and the application of managerial concepts are discussed.</p> <p>Note: Letter grade or pass/no pass option.</p>
Prerequisite:	
Co-requisite:	
Recommended Preparation:	Eligibility for English 1A
Enrollment Limitation:	
Hours Lecture (per week):	3
Hours Laboratory (per week):	0
Outside Study Hours:	6
Total Course Hours:	54
Course Units:	3
Grading Method:	Letter Grade and Pass/No Pass
Credit Status:	Credit, degree applicable
Transfer CSU:	Yes
Effective Date:	Prior to July 1992
Transfer UC:	No
Effective Date:	
General Education: ECC	
Term:	
Other:	
CSU GE:	
Term:	
Other:	
IGETC:	
Term:	
Other:	
Student Learning Outcomes:	<p>SLO #1 Managerial Functions</p> <p>Explain key managerial functions including: planning, organizing, leading and controlling.</p>

	<p>SLO #2 Strategic Planning</p> <p>Apply the strategic planning process to a business scenario and recommend an action plan.</p> <p>SLO #3 Integrated Planning</p> <p>Analyze and express how all aspects of an organization (marketing, accounting, operations, human resources etc.) interrelate to support the goals of the large organization.</p>
<p>Course Objectives:</p>	<ol style="list-style-type: none"> 1. Identify and describe factors that impact a business including laws and regulations, the economy, technology, competition, and culture. 2. Understand and apply planning concepts that shape a business such as: SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis, ethical decision making process, and planning for an entrepreneurial endeavor. 3. Differentiate horizontal and vertical organizational structures and the advantages and disadvantages of each type. 4. Identify the various aspects of human resources management and understand how each supports an organization's objectives. 5. Compare and contrast leadership styles and identify motivation techniques. 6. Name and explain various control systems such as bureaucratic, budgetary, financial, and performance requirements.
<p>Major Topics:</p>	<p>I. Evolution of Management (9 hours, lecture)</p> <p>A. Historical approaches of management</p> <p>B. Function of management and the challenges managers face</p> <p>C. Sources of sustained competitive advantage</p> <p>D. Impact of environment on an organization including macro-environment, competition, and culture</p> <p>II. Ethics and Corporate Responsibility (6 hours, lecture)</p> <p>A. Ethical dilemmas and various ethical perspectives</p> <p>B. Strategies to incorporate ethics into the workplace</p> <p>C. Levels of corporate social responsibility and the natural environment</p> <p>III. Strategic Planning and Decision Making (6 hours, lecture)</p> <p>A. Strategic planning process and incorporate SWOT analysis when making decisions</p> <p>B. Human barriers to making good decisions</p> <p>IV. Entrepreneurship (3 hours, lecture)</p> <p>A. Start-ups, franchises, home-based businesses, and internet businesses</p> <p>B. Entrepreneurial challenges and opportunities that are likely to succeed</p> <p>V. Organizing for Action (3 hours, lecture)</p> <p>A. Horizontal and vertical structures for an organization</p> <p>B. Value of agile companies and benefits of being customer focused</p> <p>VI. Human Resources and Diversity (6 hours, lecture)</p> <p>A. Hiring, training, and performance evaluation processes</p> <p>B. Reward and incentive systems</p> <p>C. History of organized labor unions and labor relations groups</p> <p>D. Value of establishing a diverse workforce</p>

	<p>VII. Leadership and Motivation (6 hours, lecture)</p> <p>A. Qualities of leaders and managers</p> <p>B. Various perspectives of leadership</p> <p>C. Similarities and differences among motivational theories</p> <p>VIII. Teamwork and Communication (6 hours, lecture)</p> <p>A. Team dynamics and theories of effective team development</p> <p>B. Strategies for resolving conflict</p> <p>C. Communication styles and the impact of channel selection including using current technology</p> <p>IX. Managerial Control (6 hours, lecture)</p> <p>A. Control systems including bureaucratic, budgetary, financial, and performance controls</p> <p>X. Innovation and Change (3 hours, lecture)</p> <p>A. Benefits of adopting new technology and practices</p> <p>B. Multi-stage model for change</p>
Total Lecture Hours:	54
Total Laboratory Hours:	0
Total Hours:	54
Primary Method of Evaluation:	1) Substantial writing assignments
Typical Assignment Using Primary Method of Evaluation:	SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis is a key strategic planning and decision making concept. Select a public company that interests you and conduct internet research to learn about the organization. Analyze the internal and external environment of the company. Create a list of the strengths, weaknesses, opportunities, and threats that face the company you selected. Use the labels: strengths, weaknesses, opportunities, and threats to identify each section. After you complete the analysis think of one action/recommendation for each of the four areas that the company should take to further improve the business. Write a one page summary using full sentences rather than phrases.
Critical Thinking Assignment 1:	<p>One important aspect of organizing a company is managing human resources. Most employees are motivated by a reward system. After reading the chapter, answer the following questions:</p> <p>a. How would you define an effective reward system?</p> <p>b. What role do benefits serve in a reward system?</p> <p>c. Discuss all the types of benefits that should be included in the system. Why is each important?</p> <p>d. Think about what type of benefits are most motivating to you. What benefits would motivate you to excel? Are there any that do not?</p> <p>Your responses to these questions should be thorough and fill one to two pages, single spaced.</p>

Critical Thinking Assignment 2:	After you have read Chapter 2, The Evolution of Management, select one of the following well regarded contributors and/or leaders in the field of management:	
	Fredrick Taylor	Stephen Covey
	Frank and Lillian Gilbreth	Jim Collins
	Max Weber	Jack Welch
	Mary Park Follett	Herb Kelleher
	Douglas McGregor	Sam Walton
	Chris Argyris	Lou Gerstner
	Peter Drucker	Michael Porter
	In a one-page, type-written paper, discuss the background of the selected person (i.e.: Education, work experience, industry). What theory or major accomplishment is the person known for? How did they impact the field of management and/or industry? Why did you select this person? If they were engaged in the business arena today, what do you think they would say about working in the field of business now?	
Other Evaluation Methods:	Completion, Homework Problems, Matching Items, Multiple Choice, Other Exams, Reading Reports, True/False, Written Homework	
Instructional Methods:	Demonstration, Lecture, Multimedia presentations, Other (specify)	
If other:		
Work Outside of Class:	Answer questions, Other (specify), Problem solving activity, Required reading, Study	
If Other:		
Up-To-Date Representative Texts:	Management: A Practical Introduction; 10 th Edition, Angelo Kinicki and Denise Breaux Soignet; McGraw-Hill 2022	
Alternative Texts:		
Required Supplementary Readings:		
Other Required Materials:		
Requisite:		
Category:		
Requisite course(s): List both prerequisites and corequisites in this box.		
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).		
Requisite Skill:		
Requisite Skill and Matching Skill(s): Bold the requisite skill(s). If applicable		
Requisite course:		
Requisite and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s).		
Requisite Skill:	Eligibility for English 1A	

Requisite Skill and Matching skill(s): Bold the requisite skill. List the corresponding course objective under each skill(s). If applicable	<p>This course involves reading college level textbooks, developing projects, and answering essay questions. A student's success in this class will be enhanced if they have these skills.</p> <p>Summarize, analyze, evaluate, and synthesize college-level texts.</p> <p>Write a well-reasoned, well-supported expository essay that demonstrates application of the academic writing process.</p>
Enrollment Limitations and Category:	
Enrollment Limitations Impact:	
Course Created by:	Phillip Knypstra
Date:	08/01/1973
Original Board Approval Date:	
Last Reviewed and/or Revised by:	John Mufich
Date:	09/15/2023
Last Board Approval Date:	12/18/2023
Effective Term:	FALL 2024