

BA 110 Contemporary Business

GENERAL INFORMATION:

Course title: BA110 Contemporary Business		
Campus: National	Initiator: Marlene Mangonon and George Mangonon	Date: June 1, 2021
Course description An introduction to contemporary business concepts, and practices is presented to the student within an environment that fosters foundational knowledge of upper level business courses, and basic skills of establishing and running a small business. The student will write and present a simple business plan.		

COURSE HOURS/CREDITS:

	Hours per Week	No. of Weeks	Total Hours	Semester Credits
Lecture	3	x 16	x 48 =	3
Laboratory		x	x =	
Lecture / Lab		x	x =	
Workshop		x	x =	
Total SemesterCredits				3

PURPOSE OF COURSE:

☒ Degree requirement

☐ Degree elective

☐ Certificate

☐ Other

PREREQUISITES: ESL089 Reading V

PSLOS OF OTHER PROGRAMS THIS COURSE MEETS:

PSLO#	Program
None	

1) INSTITUTIONAL STUDENT LEARNING OUTCOMES

[]	1. Effective oral communication: capacity to deliver prepared, purposeful presentations designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors.
[]	2. Effective written communication: development and expression of ideas in writing through work in many genres and styles, utilizing different writing technologies, and mixing texts, data, and images through iterative experiences across the curriculum.
[]	3. Critical thinking: a habit of mind characterized by the comprehensive exploration of issues, ideas, artifacts, and events before accepting or formulating an opinion or conclusion.
[X]	4. Problem solving: capacity to design, evaluate, and implement a strategy to answer an open-ended question or achieve a desired goal.
[]	5. Intercultural knowledge and competence: a set of cognitive, affective, and behavioral skills and characteristics that support effective and appropriate interaction in a variety of cultural contexts.
[X]	6. Information literacy: the ability to know when there is a need for information, to be able to identify, locate, evaluate, and effectively and responsibly use and share that information for the problem at hand.
[X]	7. Foundations and skills for life-long learning : purposeful learning activity, undertaken on an ongoing basis with the aim of improving knowledge, skills, and competence.
[]	8. Quantitative Reasoning: ability to reason and solve quantitative problems from a wide array of authentic contexts and everyday life situations; comprehends and can create sophisticated arguments supported by quantitative evidence and can clearly communicate those arguments in a variety of formats.

2) PROGRAM STUDENT LEARNING OUTCOMES (PSLOs): The student will be able to:

1. Apply skills concepts and techniques in main functional areas of business and accounting;
2. Interpret and use quantitative techniques in solving business problems and decision-making using technological tools;
3. Develop and apply effective intercultural oral and written communication skills appropriate for business; and
4. Recognize and assess basic legal, environmental, and ethical challenges confronting businesses in general.

3) COURSE STUDENT LEARNING OUTCOMES (CSLOs)(General): The student will be able to:

1. Explain basic concepts in a contemporary business environment;
2. Explain foundational concepts of each of the functional areas of business; and
3. Prepare a simple business plan for a one product/service business within a local business setting.

4) COURSE STUDENT LEARNING OUTCOMES (CSLOs)(Specific): The student will be able to:

CSLO (General) 1: Explain basic concepts in a contemporary business environment.			
Student Learning Outcome (specific)	ISLO	PSLO	Assessment Strategies
1.1 Discuss the types of economic systems.	4, 7	1	The student will complete an assignment rated with a rubric focused on discussing the types of economic systems.
1.2 Discuss the role of business in promoting social responsibilities and ethical behavior.	4, 7	1	The student will complete an assignment rated with a rubric focused on discussing the role of business in promoting social responsibilities and ethical behavior.
1.3 Discuss the economic basis for international business.	4, 7	1	The student will complete an assignment rated with a rubric focused on discussing the economic basis for international business.
1.4 Explain the different forms of business.	4, 7	1	The student will complete an assignment rated with a rubric focused on explaining the different forms of business.
1.5 Discuss small business, and franchises.	4, 7	1	The student will complete an assignment rated with a rubric focused on discussing small business, and franchises.
CSLO (General) 2: Explain foundational concepts of each of the functional areas of business.			
Student Learning Outcomes (specific)	ISLO	PSLO	Assessment Strategies
2.1 Describe management and organization functions.	4, 7	1	The student will complete an assignment rated with a rubric focused on describing management and organization functions.
2.2 Describe the major components of the human resources management function.	4, 7	1	The student will complete an assignment rated with a rubric focused on describing the major components of the human resources management function.
2.3 Discuss the marketing function.	4, 7	1	The student will complete an assignment rated with a rubric focused on discussing the marketing function.
2.4 Discuss accounting, and finance functions.	4, 7	1	The student will complete an assignment rated with a rubric focused on discussing accounting, and finance functions.
2.5 Discuss management information system function.	4, 7	1	The student will complete an assignment rated with a rubric focused on

			discussing management information system function.
CSLO (General) 3: Prepare a simple business plan for a one product/service business within a local business setting.			
Student Learning Outcomes (specific)	ISLO	PSLO	Assessment Strategies
3.1 Write a business proposal that includes all the basic components of a plan.	4, 6, 7*	1	The student will prepare a simple business plan for a one product/service business within the local business setting by writing a business proposal that includes all the basic components of a plan. Rated with a rubric.
3.2 Present a business plan.	4, 6, 7	1	The student will present the prepared simple business plan for a one product/service business within a local business setting. Rated with a rubric.

5) COURSE CONTENT:

- Business and Economics
- Business Ethics
- Social Responsibility
- Global Markets
- Business Ownership
- Small Business
- Entrepreneurship
- Franchisees
- Management
- Human Resources
- Marketing
- Accounting
- Financial Management
- Building a Business Plan

6) METHOD(S) OF INSTRUCTION:

☒ Lecture ☒ Cooperative learning groups

☐ Laboratory ☐ In-class exercises

☐ Audio visual ☐ Demonstrations

☒ Other: –Learning Management System

7) REQUIRED TEXT(S) AND COURSE MATERIALS:

Book Title: Pride, William M., et al. *Foundations of Business*.. 7th ed., Cengage Learning, 2022 (or most recent edition).

Digital resources: Cengage MindTap Learning Management System(LMS).

Computer with internet access

GoVenture business simulation program

8) REFERENCE MATERIALS:

None

9)INSTRUCTIONAL COSTS:

None.

10) EVALUATION:

Summative evaluation is accomplished by having the student complete the examinations and final project (management plan).

The student must achieve a grade of “C” or higher to pass the course.

11) CREDIT BY EXAMINATION:

None

BA110 Contemporary Business Endorsed by CC: Jan. 10, 2023

Approved by VPIA: Aug 21, 2023

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