

### Basic Course Information

Semester	<b>Fall 2014</b>	Instructor Name	<b>Efrain Silva</b>
Course Title & #	<b>Business 124 Intro to Business</b>	Email	<b>Efrain.silva@imperial.edu</b>
CRN #	<b>10225</b>	Webpage (optional)	
Room	<b>208</b>	Office	<b>3103 (New CTE Building)</b>
Class Dates	<b>08/18/2014 -12/08/2014</b>	Office Hours	<b>By appointment</b>
Class Days	<b>Monday</b>	Office Phone #	<b>760-355-6217 (secretary)</b>
Class Times	<b>6:30-9:40 pm</b>	Office contact if student will be out or emergency	<b>email</b>
Units			

### Course Description

A basic beginning college course that introduces U.S. business and industry, includes the nature and importance of business, forms of business ownership, organization, management, finance, marketing, government and legal regulations, pricing and taxes. Class activities include participating in team building concepts. (CSU,UC)

### Student Learning Outcomes

Upon course completion, the successful student will have acquired new skills, knowledge, and or attitudes as demonstrated by being able to:

1. Identify the major business and political forces nurturing economic globalization. (ILO1, ILO3, ILO5)
2. Explain the concepts of ethics and corporate responsibility. (ILO1, ILO2, ILO5)
3. Explain the impact of the Internet on business and on methods of doing business and compare e-business and e-commerce. (ILO1, ILO3, ILO4, ILO5)
4. Describe the purpose of a securities market and explain the basic concepts of stock research activities. (ILO1, ILO3, ILO4, ILO5)
5. Explain the purpose of money, banking, and accounting, and design a basic business budget as a part of the business planning process. (ILO1, ILO2, ILO3, ILO4, ILO5)

### Course Objectives

Upon satisfactory completion of the course, students will be able to:

1. Compare American Capitalism, Socialism, and Communism.
2. Identify the various factors (turbulence) that affect business.
3. Explain the various forms of legal business ownership and formation.
4. Describe the purpose of the securities markets.
5. Explain to other students the basic concepts of stock research activities in a team setting.
6. Design a basic business budget as a part of the business planning process.
7. Explain the function of accounting.
8. Describe marketing mix and methods of identifying target markets.
9. Explain the role of small business and franchising.
10. Explain the purpose of human resources, activities, and labor relations.
11. Describe the function of insurance.
12. Recognize the impact of government on business.
13. Explain the impact of the Internet on business and on methods of doing business; and compare e-business and e-commerce

**Textbooks & Other Resources or Links**

- 1. Bovee (2011) *Business in Action* (5<sup>th</sup> edition) Printiss Hall ISBN 978-0-13-213965-6**  
Supplemental reading to be discussed in class.

**Course Requirements and Instructional Methods**

There will be a total of 5 exams administered in the semester. Make up exams are permitted up the Friday following the examination. A 5% late penalty is assessed for everyday the exam is late. Contact Josue Verduzco in the Tutoring Center (760-355-6384) for further details and to schedule an make-up exam appointment.

The course includes the reading and reporting of supplemental material. Half of the class will read and report on *The World is Flat*. The other half will report on *The Seven Habits of Highly Effective People*. There will be individual reading assignments and reports. A group presentation will also be required. More information will be provided in class.

Each student will also be assigned to a group (3-4 students) to complete and present a basic business plan.

**Course Grading Based on Course Objectives**

<b>Quizzes .....</b>	<b>100 points</b>
<b>Exams .....</b>	<b>500 points</b>
<b>Business Plan .....</b>	<b>100 points</b>
<b>Reports on supplemental reading .....</b>	<b>100 points</b>
<b>Group presentation.....</b>	<b>50 points</b>
<b>Group evaluation and critique .....</b>	<b>50 points</b>
<b>Final Exam .....</b>	<b>100 points</b>

<b>900-1000.....</b>	<b>A</b>
<b>800 - 899.....</b>	<b>B</b>
<b>700 -799.....</b>	<b>C</b>
<b>600 -699 .....</b>	<b>D</b>
<b>Below 600 .....</b>	<b>F</b>

**Attendance**

**Required language**

- A student who fails to attend the first meeting of a class or does not complete the first mandatory activity of an online class will be dropped by the instructor as of the first official meeting of that class. Should readmission be desired, the student’s status will be the same as that of any other student who desires to add a class. It is the student’s responsibility to drop or officially withdraw from the class. See General Catalog for details.
- Regular attendance in all classes is expected of all students. A student whose continuous, unexcused absences exceed the number of hours the class is scheduled to meet per week may be dropped. For online courses, students who fail to complete required activities for two consecutive weeks may be considered to have excessive absences and may be dropped.
- Absences attributed to the representation of the college at officially approved events (conferences, contests, and field trips) will be counted as ‘excused’ absences.

### **Classroom Etiquette**

- Electronic Devices: Cell phones and electronic devices must be turned off and put away during class, unless otherwise directed by the instructor.
- Food and Drink are prohibited in all classrooms. Water bottles with lids/caps are the only exception.
- Disruptive Students: Students who disrupt or interfere with a class may be sent out of the room and told to meet with the Campus Disciplinary Officer before returning to continue with coursework. Disciplinary procedures will be followed as outlined in the General Catalog.
- Children in the classroom: Due to college rules and state laws, no one who is not enrolled in the class may attend, including children.

### **Academic Honesty**

- Plagiarism is taking and presenting as one's own the writings or ideas of others, without citing the source. You should understand the concept of plagiarism and keep it in mind when taking exams and preparing written materials. If you do not understand how to 'cite a source' correctly, you must ask for help.
- Cheating is defined as fraud, deceit, or dishonesty in an academic assignment, or using or attempting to use materials, or assisting others in using materials that are prohibited or inappropriate in the context of the academic assignment in question.

Anyone caught cheating or will receive a zero (0) on the exam or assignment, and the instructor may report the incident to the Campus Disciplinary Officer, who may place related documentation in a file. Repeated acts of cheating may result in an F in the course and/or disciplinary action. Please refer to the General School Catalog for more information on academic dishonesty or other misconduct. Acts of cheating include, but are not limited to, the following: (a) plagiarism; (b) copying or attempting to copy from others during an examination or on an assignment; (c) communicating test information with another person during an examination; (d) allowing others to do an assignment or portion of an assignment; (e) using a commercial term paper service.

### **Additional Help – Discretionary Section and Language**

- Blackboard support center: <http://bbcrm.edusupportcenter.com/ics/support/default.asp?deptID=8543>
- Learning Labs: There are several 'labs' on campus to assist you through the use of computers, tutors, or a combination. Please consult your college map for the Math Lab, Reading & Writing Lab, and Study Skills Center (library). Please speak to the instructor about labs unique to your specific program.
- Library Services: There is more to our library than just books. You have access to tutors in the Study Skills Center, study rooms for small groups, and online access to a wealth of resources.

### **Disabled Student Programs and Services (DSPS)**

Any student with a documented disability who may need educational accommodations should notify the instructor or the Disabled Student Programs and Services (DSP&S) office as soon as possible. The DSP&S office is located in Building 2100, telephone 760-355-6313, if you feel you need to be evaluated for educational accommodations.

### **Student Counseling and Health Services**

Students have counseling and health services available, provided by the pre-paid Student Health Fee. We now also have a fulltime mental health counselor. For information see <http://www.imperial.edu/students/student-health-center/>. The IVC Student Health Center is located in the Health Science building in Room 2109, telephone 760-355-6310.

### Student Rights and Responsibilities

Students have the right to experience a positive learning environment and due process. For further information regarding student rights and responsibilities, please refer to the IVC General Catalog available online at [http://www.imperial.edu/index.php?option=com\\_docman&task=doc\\_download&gid=4516&Itemid=762](http://www.imperial.edu/index.php?option=com_docman&task=doc_download&gid=4516&Itemid=762)

### Information Literacy

Imperial Valley College is dedicated to helping students skillfully discover, evaluate, and use information from all sources. Students can access tutorials at <http://www.imperial.edu/courses-and-programs/divisions/arts-and-letters/library-department/info-lit-tutorials/>

### Tentative Class Schedule / Calendar.

Week	Discussion	Assignments
August 18	<b>Read:</b> <ul style="list-style-type: none"> <li>• Course Syllabus</li> <li>• Orientation</li> <li>• Ice Breaker</li> <li>• Chapter 1</li> </ul>	<ul style="list-style-type: none"> <li>• Class Discussion</li> <li>• Read Chapter 1</li> </ul>
August 25	<ul style="list-style-type: none"> <li>• Chapters 2 &amp; 3</li> </ul>	<ul style="list-style-type: none"> <li>• Read chapters 2 and 3</li> <li>• Class Discussion</li> <li>• Quiz</li> </ul>
September 1	<b>Holiday</b>	
September 8	<ul style="list-style-type: none"> <li>• Chapter 4</li> <li>• Establish groups</li> </ul>	<ul style="list-style-type: none"> <li>• Exam 1 (Chapters 1 , 2 &amp;3)</li> <li>• Read chapter 4</li> </ul>
September 15	<ul style="list-style-type: none"> <li>• Chapters 5 and 6</li> <li>• Introduction to Business Plan</li> </ul>	<ul style="list-style-type: none"> <li>• Quiz</li> <li>• Read chapter 5 and 6</li> <li>• Flattener 1</li> <li>• Habit 1</li> </ul>
September 22	<ul style="list-style-type: none"> <li>• Chapters 7</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Read chapter 7</li> <li>• Flattener 2 presentation</li> <li>• Exam 2 (chapters 4-6)</li> </ul>
September 29	<ul style="list-style-type: none"> <li>• Chapter 8</li> <li>• Update on business plan</li> </ul>	<ul style="list-style-type: none"> <li>• Read chapter 8</li> <li>• Flattener 3 presentation</li> <li>• Habit 2 presentation</li> <li>• Quiz</li> </ul>
October 6	<ul style="list-style-type: none"> <li>• Chapter 9</li> <li>• Update on business</li> </ul>	<ul style="list-style-type: none"> <li>• Business Plan Assignment</li> <li>• Flattener 4 presentation</li> </ul>

Imperial Valley College Course Syllabus – Course Title and number

<b>Week</b>	<b>Discussion</b>	<b>Assignments</b>
	<b>plan</b>	<ul style="list-style-type: none"> <li>• <b>Quiz</b></li> <li>• <b>Habit 3 presentation</b></li> <li>• <b>Flattener 5</b></li> <li>• <b>Report and presentation habit 2</b></li> <li>• <b>Quiz</b></li> </ul>
<b>October 13</b>	<ul style="list-style-type: none"> <li>• <b>Chapter 10</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Exam 3 (Chapters 7-9)</b></li> <li>• <b>Flattener 6 presentation</b></li> <li>• <b>Habit 4 presentation</b></li> </ul>
<b>October 20</b>	<ul style="list-style-type: none"> <li>• <b>Chapters 11 and 12</b></li> <li>• <b>Update on business plan</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Business Plan Assignment</b></li> <li>• <b>Flattener 7</b></li> <li>• <b>Report and presentation Habit 4</b></li> </ul>
<b>October 27</b>	<ul style="list-style-type: none"> <li>• <b>Chapter 13</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Business Plan Presentations</b></li> <li>• <b>Flattener 8</b></li> <li>• <b>Report and presentation Habit 5</b></li> <li>• <b>Exam 4 (Chapters 10, 11, and 12)</b></li> </ul>
<b>November 3</b>	<ul style="list-style-type: none"> <li>• <b>Chapter 14 and 15</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Flattener 9</b></li> <li>• <b>Report and presentation Habit 6</b></li> </ul>
<b>November 10</b>	<ul style="list-style-type: none"> <li>• <b>Chapter 16</b></li> </ul>	<b>Flattener 8</b> <b>Read Chapter 16</b>
<b>November 17</b>	<ul style="list-style-type: none"> <li>• <b>Chapters 17 and 18</b></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Exam 5 (Chapters 13,14 and 15)</b></li> <li>• <b>Flattener 10</b></li> <li>• <b>Report and Presentation Habit 7</b></li> <li>• <b>Business Plan Presentations</b></li> </ul>
<b>November 24</b>	<ul style="list-style-type: none"> <li>• <b>Thanksgiving ( no class)</b></li> </ul>	
<b>December 1</b>	<ul style="list-style-type: none"> <li>• <b>Business Plans presentations</b></li> </ul>	
<b>December 8</b>	<ul style="list-style-type: none"> <li>• <b>Final Exam</b></li> </ul>	<b>Chapters 16, 17 and 18</b>