

Basic Course Information

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| Semester: | Spring 2023 | Instructor Name: | Guillermo Salgado |
| Course # and Title: | BUS 124 – Intro. to Business | Email: | Guillermo.salgado@imperial.edu |
| CRN #: | 20969 | Webpage (optional): | www.imperial.edu |
| Classroom: | Online | Office #: | Student Services Building #100 |
| Class Dates: | February 13 – June 9 | Office Hours: | Monday - Wednesday, 5pm-6pm |
| Class Days: | Online | Office Phone #: | 760-355-5746 |
| Class Times: | Online | Emergency Contact: | 760-554-9081 |
| Units: | 3.0 | Class Format: | Online |

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. (C-ID: BUS 110) (CSU/UC)

Course Prerequisite(s) and/or Corequisite(s)

None.

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.
2. Explain the concepts of ethics and corporate responsibility.
3. Explain the impact of the Internet on business and on methods of doing business and compare e-business and e-commerce.
4. Describe the purpose of a securities market, and explain the basic concepts of stock research activities.
5. Explain the purpose of money, banking, and accounting, and design a basic business budget as a part of the business planning process

Course Objectives

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

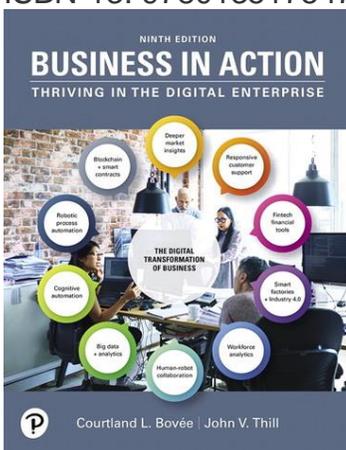
1. Compare American Capitalism, Socialism, and Communism.
2. Identify the various factors (turbulence) that affect business.
3. Explain the various forms of legal business ownership and formation.

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. Explain the purpose of money and banking.
7. Design a basic business budget as a part of the business planning process.
8. Explain the function of accounting.
9. Describe marketing mix and methods of identifying target markets.
10. Explain the role of small business and franchising.
11. Explain the purpose of human resources, activities, and labor relations.
12. Describe the function of insurance.
13. Recognize the impact of government on business.
14. 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

Student has many options on how to acquire the textbook, hard copy or online version. Please consider all options available to you, including the on-campus school bookstore, e-commerce via Amazon and other leading online retailers, or directly through publisher site. www.pearson.com

Business in Action 9th Edition by Bovee & Thill.
Published by Pearson (March 20th 2019) - Copyright © 2020
ISBN-13: 9780135636459: E-textbook by subscription
ISBN-13: 9780135175477: Rental plus Hardcover



PART 1: SETTING THE STAGE: THE BUSINESS OF BUSINESS

1. Developing a Business Mindset
2. Economics, Money, and Banking
3. The Global Marketplace
4. Business Ethics and Corporate Social Responsibility



PART 2: BUILDING THE FRAMEWORK: BUSINESS OWNERSHIP AND ENTREPRENEURSHIP

- 5. Forms of Ownership
- 6. Entrepreneurship and Small-Business Ownership

PART 3: GUIDING THE ENTERPRISE: LEADERSHIP, ORGANIZATION, AND OPERATIONS

- 7. Management Roles, Functions, and Skills
- 8. Organization and Teamwork

- 9. Production Systems

PART 4: SUPPORTING THE WORKFORCE: MOTIVATION AND HUMAN RESOURCES

- 10. Employee Motivation
- 11. Human Resources Management

PART 5: SATISFYING THE CUSTOMER: MARKETING, SALES, AND CUSTOMER SUPPORT

- 12. The Art and Science of Marketing
- 13. Product Management and Pricing Strategies
- 14. Customer Communication and Product Distribution

Course Requirements and Instructional Methods

This class is strictly online via CANVAS The syllabus serves as a chronological guide to the class and may change without notice.

Method of evaluation: Exams, and Written Assignment.

Instructional Methodology: Audio, visual, demonstration and discussion

Modules Section: Each module represents a small chunk of related information. Within each module, there will be tasks for you to perform such as watch videos and recorded lectures, view PowerPoint slides, complete other assignments. The modules will become available sequentially as you move through the course. Some of the activities in the modules will have clear due dates. These activities must be completed by those due dates and in the time allotted.

Exams: There will be 5 exams, each with 50 multiple-choice and true/false questions. Each question is worth 2- points. Exams will cover 3 chapters at a time and course material throughout the semester. A Study guide will be provided 1-week before the exam. 500 points, or 50% of overall grade. More instructions will be provided in Canvas.

Business Plan & Presentation: You will complete a Business Plan for a star-up / business idea, or for a local or nationwide established business. 200 points, or 20% of overall grade. More instructions will be provided in Canvas.

Weekly Assignments: Weekly assignments are worth 10-points. Assignments are due every Sunday at 11:59 pm. 14 assignments in total, 140 points or 14% of overall grade. More Instructions will be provided In Canvas.

Weekly Discussions: Students will be required to respond to a weekly discussion and reply to 1-classmate. Discussions are worth 10-points. Discussions are due every Sunday at 11:59 pm. 16 Weekly Discussions in total, 160 points, or 16% of overall grade. More Instructions will be provided in Canvas.



Course Grading Based on Course Objectives

Exams (5): 500 points (100 per exam)

Business Plan & Presentation (1): 200 points (50 pts. on presentation, 150 on plan)

Weekly Assignments (14): 140 points (10 pts. Per Chapter Assignment)

Weekly Discussions (16): 160 points. (10 pts. Per Weekly Discussion Assignment)

Total Possible Points: 1,000 points

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|-----------------|---|
| 900-1000..... | A |
| 800 - 899..... | B |
| 700 -799..... | C |
| 600 -699 | D |
| Below 600 | F |

Course Policies

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 absence 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.

Academic honesty in the advancement of knowledge requires that all students and instructors respect the integrity of one another's work and recognize the important of acknowledging and safeguarding intellectual property. There are many different forms of academic dishonesty. The following kinds of honesty violations and their definitions are not meant to be exhaustive. Rather, they are intended to serve as examples of unacceptable academic conduct.

1. 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. •
2. 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 plagiarizing 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 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.

ONLINE NETIQUETTE

What is netiquette? Netiquette is internet manners, online etiquette, and digital etiquette all rolled into one word. Basically, netiquette is a set of rules for behaving properly online.

Students are to comply with the following rules of netiquette:

- (1) identify yourself
- (2) include a subject line
- (3) avoid sarcasm
- (4) respect others' opinions and privacy
- (5) acknowledge and return messages promptly
- (6) copy with caution
- (7) do not spam or junk mail
- (8) be concise
- (9) use appropriate language
- (10) use appropriate emoticons (emotional icons) to help convey meaning, and
- (11) use appropriate intensifiers to help convey meaning [do not use ALL CAPS or multiple exclamation marks (!!!!)].

IVC Student Resources

IVC wants you to be successful in all aspects of your education. For help, resources, services, and an explanation of policies, visit <http://www.imperial.edu/studentresources> or click the heart icon in Canvas. Imperial Valley College offers various services in support of student success. The following are some of the services available for students. Please speak to your instructor about additional services which may be available.

CANVAS LMS. Canvas is Imperial Valley College's main Learning Management System. To log onto Canvas, use this link: Canvas Student Login. The Canvas Student Guides Site provides a variety of support available to students 24 hours per day. Additionally, a 24/7 Canvas Support Hotline is available for students to use: 877-893-9853. 7

Learning Services. There are several learning labs on campus to assist students through the use of computers and tutors. Please consult your Campus Map for the Math Lab; Reading, Writing & Language Labs; and the Study Skills Center.



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.

IVC wants you to be successful in all aspects of your education. For help, resources, services, and an explanation of policies, visit <http://www.imperial.edu/studentresources> or click the heart icon in Canvas.

Disabled Student Programs and Services:

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. Please contact them if you feel you need to be evaluated for educational accommodations.

Student Equity Program:

The Student Equity Program strives to improve Imperial Valley College's success outcomes, particularly for students who have been historically underrepresented and underserved. The college identifies strategies to monitor and address equity issues, making efforts to mitigate any disproportionate impact on student success and achievement. Our institutional data provides insight surrounding student populations who historically, are not fully represented. Student Equity addresses disparities and/or disproportionate impact in student success across disaggregated student equity groups including gender, ethnicity, disability status, financial need, Veterans, foster youth, homelessness, and formerly incarcerated students. The Student Equity Program provides direct supportive services to empower students experiencing insecurities related to food, housing, transportation, textbooks, and shower access. We recognize that students who struggle meeting their basic needs are also at an academic and economic disadvantage, creating barriers to academic success and wellness. We strive to remove barriers that affect IVC students' access to education, degree and certificate completion, successful completion of developmental math and English courses, and the ability to transfer to a university. Contact: 760.355.5736 or 760.355.5733 Building 100. The Student Equity Program also houses IVC's Homeless Liaison, who provides direct services, campus, and community referrals to students experiencing homelessness as defined by the McKinney-Vento Act. Contact: 760.355.5736 Building 100.

Anticipated Class Schedule/Calendar

17 weeks listed below for the Spring Semester, one of which is vacation (Spring Break – Week 9)

| Date or Week | Activity, Assignment, and/or Topic | Pages/ Due Dates/Tests |
|----------------------------|--|--|
| Week 1 February 13 – 18 | Syllabus & Introduction Chapter 1: Developing a Business Mindset. Weekly Assignment #1 and Weekly Discussion #1 | Weekly Assignment #1 & Weekly Discussion due by end of Saturday. |
| Week 2 February 20 - 25 | Chapter 2: Economics, Money, and Banking Weekly Assignment #2 and Weekly Discussion #2 | Weekly Assignment #2 & Weekly Discussion #2 due by end of Saturday. |
| Week 3 Feb 27 – March 4 | Chapter 3: The Global Market Place <u>Exam #1 (Chapters 1, 2, 3)</u> Weekly Assignment #3 and Weekly Discussion #3 | Exam #1, Weekly Assignment #3 & Weekly Discussion #3 due by end of Saturday. |



| Date or Week | Activity, Assignment, and/or Topic | Pages/ Due Dates/Tests |
|----------------------------|---|--|
| Week 4 March 6 - 11 | Chapter 4: Business Ethics and Corporate Social Responsibility Weekly Assignment #4 and Weekly Discussion #4 | Weekly Assignment #4 & Weekly Discussion #4 due by end of Saturday. |
| Week 5 March 13 – 18 | Chapter 5: Forms of Ownership Weekly Assignment #5 and Weekly Discussion #5 | Weekly Assignment #5 & Weekly Discussion #5 due by end of Saturday. |
| Week 6 March 20 - 25 | Chapter 6: Entrepreneurship and Small Business Ownership. <u>Exam #2 (Chapters 4, 5, 6)</u> Weekly Assignment #6 and Weekly Discussion #6 | Exam #2, Weekly Assignment #6 & Weekly Discussion #6 due by end of Saturday. |
| Week 7 March 27–April 1 | Chapter 7: Management Roles, Functions, and Skills Weekly Assignment #7 and Weekly Discussion #7 | Weekly Assignment #7 & Weekly Discussion #7 due by end of Saturday. |
| Week 8 April 3 - 8 | Chapter 8: Organization and Teamwork Weekly Assignment #8 and Weekly Discussion #8 | Weekly Assignment #8 & Weekly Discussion #8 due by end of Saturday. |
| Week 9 April 10 - 15 | Spring Break | Vacation – Spring Break |
| Week 10 April 17 - 22 | Chapter 9: Productions Systems <u>Exam #3 (Chapters 7, 8, 9)</u> Weekly Assignment #9 and Weekly Discussion #9 | Exam #3, Weekly Assignment #9 & Weekly Discussion #9 due by end of Saturday. |
| Week 11 April 24- 29 | Chapter 10: Employee Motivation Weekly Assignment #10 and Weekly Discussion #10 | Weekly Assignment #10 & Weekly Discussion #10 due by end of Saturday. |
| Week 12 May 1 - 6 | Chapter 11: Human Resources Management Weekly Assignment #11 and Weekly Discussion #11 | Weekly Assignment #11 & Weekly Discussion #11 due by end of Saturday. |
| Week 13 May 8 - 13 | Chapter 12: The Art and Science of Marketing <u>Exam #4 (Chapters 10, 11, 12)</u> Weekly Assignment #12 and Weekly Discussion #12 | Exam #3, Weekly Assignment #12 & Weekly Discussion #12 due by end of Saturday. |
| Week 14 May 15 - 20 | Chapter 13: Product Management and Pricing Strategies Weekly Assignment #13 and Weekly Discussion #13 | Weekly Assignment #13 & Weekly Discussion #13 due by end of Saturday. |
| Week 15 May 22 - 27 | Chapter 14: Customer Communication and Product Distribution Weekly Assignment #14 and Weekly Discussion #14 | Weekly Assignment #14 & Weekly Discussion #14 due by end of Saturday. |
| Week 16 May 29 – June 3 | Chapter 15: Financial Information and Accounting Concepts Weekly Discussion #15 | Weekly Discussion #15 Due by end of Saturday. |
| Week 17 June 5 - 9 | Chapter 16: Financial Management and Markets <u>Exam 5 (Chapters 13 – 16).</u> Weekly Discussion #16 Business Plan and Presentation due by Saturday, 11:59pm. | Exam #5, Weekly Discussion #16 due by end of Saturday. Business Plan Due |



IMPERIAL VALLEY COLLEGE

| Date or Week | Activity, Assignment, and/or Topic | Pages/ Due Dates/Tests |
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*****Subject to change without prior notice*****