



## Basic Course Information

Semester:	<b>Fall 2023</b>	Instructor Name:	<b>Vicki Vioria</b>
Course Title & #:	<b>BUS 124 Introduction to Business</b>	Email:	<b>Vicki.Vioria@imperial.edu</b>
CRN #:	<b>10739</b>	Webpage (optional):	
Classroom:	<b>Online</b>	Office #:	<b>Online</b>
Class Dates:	<b>August 14 – December 9</b>	Office Hours:	<b>Tuesdays 6 – 9 p.m.</b>
Class Days:	<b>Online</b>	Office Phone #:	<b>760 791 1849</b>
Class Times:	Online	Emergency Contact:	
Units:	3	Class Format/Modality:	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. (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

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

**MyLab Intro to Business with Pearson eText—Instant Access—for Business in Action 9<sup>th</sup> Edition ISBN-13: 978013520626. This course requires Instant Access to My Lab.**



Select an option

6-month access MyLab + Instant Access

\$89.99

In:

ISBN-13: 9780135206263

Business in Action -- MyLab Intro to Business with Pearson eText

### Access details

- eText included
- Instant access once purchased
- Register with a Course ID, a link from your instructor or an LMS link (Blackboard™, Canvas™, Moodle or D2L®)

### Features

- Interactive digital learning experience
- Help when and where you need it
- Instant feedback on assignments
- Apps and study tools

## Course Requirements and Instructional Methods

This is an entirely web-based course with no on-campus visits required. You may complete all course work from your home if you have an internet connection and are able to master the features of Canvas, which is Imperial Valley College's online course management system.

This is NOT an online self-study course with a due date of the last day of scheduled class.

**This course includes weekly deadlines scheduled throughout the semester.**

We will adhere to a weekly schedule that includes many activities, including discussions, assignments, quizzes, and exams.

### Late Submissions

To complete the course successfully, please strive to meet all deadlines, especially on interactive elements (discussions) of the course. If life events interrupt your class work, I will work with you! Please contact me **as soon as possible** so I can help you stay as current and provide as much support as possible. **Points will be deducted for late work.**

## Course Grading Based on Course Objectives

Activities	Points	Percentage
Dynamic Study Module (14 x 100)	1,400	47%
Video Quizzes (13 x 50) Drop 1	600	20 %
Discussions (10 x 100)	1,000	33 %
<b>Total</b>	<b>3,000</b>	<b>100%</b>

Grade	Percentage	Points
A	90 – 100%	2,700 – 3,000
B	80 – 89%	2,400 – 2,699
C	70 – 79%	2,100 – 2,399
D	60 – 69%	1,800 – 2,099
F	0 – 59%	0 – 1,799

## Academic Honesty (Artificial Intelligence -AI)

IVC values critical thinking and communication skills and considers academic integrity essential to learning. Using AI tools as a replacement for your own thinking, writing, or quantitative reasoning goes against both our mission and academic honesty policy and will be considered academic dishonesty, or plagiarism unless you have been instructed to do so by your instructor. In case of any uncertainty regarding the ethical use of AI tools, students are encouraged to reach out to their instructors for clarification.

## Course Policies

- Online attendance is not marked by your physical presence in a classroom, but rather by your **participation and engagement** with the course activities and assignments.
- This course is designed to take about **9 hours per week (on average)**. **Please plan to:**
  - Set aside time each week to view all module materials and submit required work
  - Log in regularly each week to check for announcements, grades, messages, and comments
  - Participate in online discussions, and respond thoughtfully to your peers

### Drop Policy

- **During the first week:** Complete your first Discussion by Wednesday 11:59 p.m. to mark your attendance and secure your spot! **(If you do not complete the first mandatory activity, you will be dropped.)**
- **Throughout the term:** Submit work regularly to show your active attendance. If you do not submit work for 2 modules in a row, you may be dropped for non-participation!
- **It is the student's responsibility to drop or officially withdraw from the class.**



## 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.

## Anticipated Class Schedule/Calendar

Week	Dates	Module	Chapter #: Topic	Pages	Discussions	DSM	Video Quiz	
1	Aug. 14 - 19	0	Syllabus MyLab Introduction	Canvas MyLab	Intro	How DSM Works		
2	Aug. 20 - 26	1 The Business of Business	1: Developing a Business Mindset	1 - 29	Economics	Ch 1	Ch 1	
3	Aug. 27 - Sept. 2		2: Economics, Money, and Banking	30 - 63		Ch 2	Ch 2	
4	Sept. 3 - 9		3: The Global Market Place	64 - 89		Ch 3	Ch 3	
5	Sept. 10 - 16		4: Business Ethics and Corporate Social Responsibility	90 - 118	Ethics	Ch 4	Ch 4	
6	Sept. 17 - 23	2 Building the Framework	5: Forms of Ownership	119 - 143	Small-Business	Ch 5	Ch 5	
7	Sept. 24 - 30		6: Entrepreneurship and Small-Business Ownership	144 - 168		Ch 6	Ch 6	
8	Oct. 1 - 7	3 Guiding the Enterprise	7: Management Roles, Functions, and Skills	169 - 195	Teamwork	Ch 7	Ch 7	
9	Oct. 8 - 14		8: Organization and Teamwork	196 - 226		Ch 8	Ch 8	
10	Oct. 15 - 21	4 Supporting the Workforce	10: Employee Motivation	249 - 272	Motivation	Ch 10	Ch 10	
11	Oct. 22 - 28		11: Human Resources Management	273 - 306	Diverse Workplace	Ch 11	Ch 11	
12	Oct. 29 - Nov. 4	5 Satisfying the Customer	12: The Art and Science of Marketing	307 - 334	Marketing Strategy	Ch 12	Ch 12	
13	Nov. 5 - 11		13: Product Management and Pricing Strategies	335 - 363		Brands	Ch 13	Ch 13
14	Nov. 12 - 18	6 Managing the Money	15: Financial Information and Accounting Concepts	401 - 431	Personal Finance	Ch 15	Ch 15	
	<b>Nov. 19 - 25</b>		<b>Thanksgiving Break</b>					
15	Nov. 26 - Dec. 2		Appendix D: Personal Finance	D1 - 14				
16	Dec. 3 - 9							

**\*\*\*Subject to change without prior notice\*\*\***