



Basic Course Information

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|-------------------|----------------------------------|---------------------|--|
| Semester: | Winter 2024 | Instructor Name: | Todd Hansink |
| Course Title & #: | Bus 124 Intro to Business | Email: | todd.hansink@imperial.edu |
| CRN #: | 15246 | Webpage (optional): | |
| Classroom: | 804 | Office #: | 809-C |
| Class Dates: | Jan 2 – Feb 2, 2024 | Office Hours: | After Class |
| Class Days: | Daily | Office Phone #: | 355-6462 (Canvas email is better) |
| Class Times: | 1230-0240 | Emergency Contact: | todd.hansink@imperial.edu |
| Units: | 3 | Class Format: | |

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

Business in Action 9th Edition by Bovee & Thill

Course Requirements and Instructional Methods

In-Class Lecture (attendance required), Chapter Exams covering reading assignments, Stock Market Game.

Course Grading Based on Course Objectives

Grading Weight:

| | |
|-----------------------|--------------|
| Multiple Choice Exams | 40% of Grade |
| Video Quizzes | 10% of Grade |
| Stock Market Game | 10% of Grade |
| Attendance | 40% of Grade |

Typical Grading Scale:

| | |
|-------------|-----|
| 90% to 100% | = A |
| 80 to 89 | = B |
| 70 to 79 | = C |

Note: All students start with 100 attendance points. Ten points will be deducted for each absence and five points will be deducted for each tardy.

Course Policies

- 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.

- Electronic Devices: Cell phones and electronic devices must be turned off and put away during class, unless otherwise directed by the instructor.

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

| Winter 2024 Bus 124 | Lecture Chapter |
|------------------------|---------------------|
| | Introductio |
| 2-Jan T | n |
| 3-Jan W | 2 |
| 4-Jan Th | 2 |
| 5-Jan F | 2 |
| 8-Jan M | 16 |
| 9-Jan T | 16 |
| 10-Jan W | 15 |
| 11-Jan Th | 15 |
| 12-Jan F | TBA |
| 15-Jan M | Holiday |
| 16-Jan T | 3 |
| 17-Jan W | 4 |
| 18-Jan Th | 5 |
| 19-Jan F | TBA |
| 22-Jan M | 6,7,8 |
| 23-Jan T | 6,7,8 |
| 24-Jan W | 9,10 |
| 25-Jan Th | Time Value of Money |
| 26-Jan F | TBA |
| 29-Jan M | 11 |
| 30-Jan T | 4,12,13,14 |
| 31-Jan W | Appendices |
| 1-Feb Th | TBA |



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