



IMPERIAL VALLEY COLLEGE

**Final Exam Deadline: Online, 11:59 PM Pacific, Friday, April 17, 2026**

### Basic Course Information

Term:	Spring 2026	Instructor Name:	Joe Silverman
Course Title & #:	Bus 124 (Introduction to Business)	IVC E-Mail:	<a href="mailto:Joe.Silverman@Imperial.edu">Joe.Silverman@Imperial.edu</a>
CRN #:	20598	IVC E-Mail:	Preferred Contact Method
Classroom:	Online/Internet	Plan B E-Mail:	<a href="mailto:JoeTheEconGuy@Outlook.com">JoeTheEconGuy@Outlook.com</a>
CAN:		Emergency Contact:	Todd Hansink
Units:	3.0		Department Chair
Class Days:	Online throughout the week		<a href="mailto:Todd.Hansink@Imperial.edu">Todd.Hansink@Imperial.edu</a>
Class Dates:	February 17 - April 17, 2026	Office Location:	809E
Class Meeting Times:	Throughout the Week	Office Hours:	Monday - Thursday
Class Format:	100% Online (Asynchronous)		2:00 PM - 4:00 PM
Zoom Office Hours Link:		<a href="https://imperial-edu.zoom.us/j/86722938620">https://imperial-edu.zoom.us/j/86722938620</a>	
Degree or Certificate:	Required course for associates degree or technical certificate in Business Management		

I monitor my e-mails and the Canvas Inbox on a daily basis, including **most** weekends. Please however, give me 36 hours to respond. If I haven't responded to your message in 36 hours, please by all means send me a follow up Inbox message or e-mail, and of course verify that the e-mail address you used to contact me was typed correctly.

### 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)

There are no prerequisites to register for BUS 124.

### Important Dates

**ADD DATE:** The last day to add this class is Friday, February 20, 2026.

**NO "W" DROP DATE:** The last day to drop this class is Tuesday, February 24, 2026.

**REFUND DEADLINE:** The last day to apply for a full refund is Friday, February 20, 2026.

**CENSUS DATE:** Sunday, February 20, 2026.

**"W" DROP DATE:** The last day to drop this class to avoid receiving an "F" is Friday, March 27, 2026

Please keep track of these important dates/deadlines. Any student enrolled beyond Tuesday, March 27, 2026 will receive a letter grade based on work completed. If, for whatever reason, you are not able to complete the course, please be sure to drop yourself before the "W" drop deadline.

## Student Learning Outcomes

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

- Compare American Capitalism, Socialism, and Communism.
- Identify the various factors (turbulence) that affect business.
- Explain the various forms of legal business ownership and formation.
- Describe the purpose of the securities markets.
- Explain to other students the basic concepts of stock research activities in a team setting.
- Explain the purpose of money and banking.
- Design a basic business budget as a part of the business planning process.
- Explain the function of accounting.
- Describe marketing mix and methods of identifying target markets.
- Explain the role of small business and franchising.
- Explain the purpose of human resources, activities, and labor relations.
- Describe the function of insurance.
- Recognize the impact of government on business.
- 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

BUSN<sup>12</sup> with *MindTap*, 12 Edition, Kelly, Marce, Williams, Chuck. ISBN: 978-0-357-71811-7  
Students are **required** to use *MindTap* for online homework, quizzes and exams. (This is a 100% online class, which means there must be a platform for students to complete their assignments, and *MindTap* is that platform.) If you buy a copy of the printed text please make sure that this purchase provides you with access to *MindTap*. Less expensive options are available to students by purchasing the e-text and *MindTap*, or purchasing *Cengage Unlimited*. I will discuss e-text/printed textbook/homework platform in an online video explaining setting up a MindTap profile.

**Please access the e-text and *MindTap* using the link provided in Module 00: Getting Started on the course's Canvas page.** Cengage is a publisher independent of Imperial Valley College. During the drop/add period, students will have no cost access to the e-text and *MindTap*. Purchasing the (expensive) printed text is optional. Purchasing *MindTap*, which provides students with access to the e-text at no extra cost, is **a requirement**.



## Required and Recommended Technology and Supplies

Below is a list of supplies and/or technology that are helpful, recommended or required to be successful in this course.

Required	Access to a personal computer	Recommended	Access to computer printing
Required	Internet access	Recommended	Pen(s), Pencil(s)
Required	Subscription to MindTap	Recommended	Notebook paper
Required	E-Mail account	Not Required	Scantron (Form 882-E)

**NOTE:** You may find some of recommended supplies useful for this course. For example, using paper and pencil to take notes may lead you to the correct answer on a quiz or exam.

**NOTE:** This is a 100% (asynchronous) online class. Students registered for this class are expected to have access to a personal computer and a reliable high speed Internet connection. Students who lack access to these two items at home can use the campus computers with T1 connections to the Internet. (The Learning Resource Center/Library has computer workstations available to students.) In any event, **lacking access to a reliable high speed internet connection will not be a justification for granting extensions/make ups on assignments.**

## Course Grading

Introduction to Business is a grade only course. Measurable course objectives and minimum standards, are determined by the college, the Business Department and the instructor. The grades table shown below is based on the approved student performance objectives established for this course, **without a curve.**

LETTER GRADE	INTERPRETATION	PCT	TOTAL POINTS	GRADE POINTS
A	Excellent	90.0%	900.0	4.0
B	Good	80.0%	800.0	3.0
C	Satisfactory Progress	70.0%	700.0	2.0
D	Passing - Less than Satisfactory	60.0%	600.0	1.0
<b>F</b>	<b>Failing</b>	<b>&lt;60.0%</b>	<b>&lt;600</b>	<b>0.0</b>

In the event a curve is needed, the break points between letter grades will be adjusted.

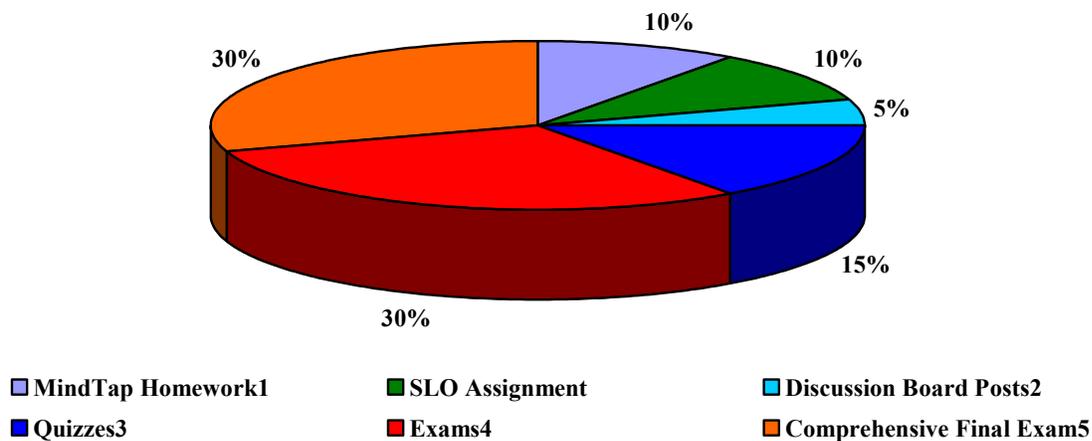
## Course Points and Instructional Methods

Grades are based on the individual student's accumulation of points for assignments. Even though scores will be posted on Canvas students are **highly encouraged** to **ACTIVELY** track their points accumulation throughout the course. The points for individual assignments are provided below.

NUMBER	ASSIGNMENT	POINTS EACH	TOTAL POINTS	PCT of GRADE
1	MindTap Homework <sup>1</sup>	100.00	100.0	10.0%
1	SLO Assignment	100.00	100.0	10.0%
8	Discussion Board Posts <sup>2</sup>	6.25	50.0	5.0%
8	Quizzes <sup>3</sup>	18.75	150.0	15.0%
2	Exams <sup>4</sup>	150.00	300.0	30.0%
<b>1</b>	<b>Comprehensive Final Exam<sup>5</sup></b>	<b>300.00</b>	<b>300.0</b>	<b>30.0%</b>
<b>GRAND TOTAL POINTS</b>			<b>1,000.0</b>	<b>100.0%</b>

- MindTap homework do not include quizzes and exams in MindTap.
- Ten quizzes will be given, the top eight will be counted.
- If a student misses an exam, for whatever reason, the points from the missed exam will be added to the final exam.
- Ten discussion board topics will be given, the top eight will be counted.
- The final exam will be comprehensive on the last day of class, Wednesday, February 04, 2026.

Points Table



If you miss an exam, **for whatever reason**, the points from the missed exam will be added to your final exam, and no make-up exams offered. You will also be allowed to drop your two lowest quiz scores and lowest two discussion board posts. If you miss up to two quizzes, those quizzes will count as your drop quizzes. If you miss up to two discussion board posts, those discussion board posts will count as your two drop discussion board posts. Missed quizzes and discussion board posts beyond the first two will count as zeros.



## Extra Credit

“When you are through learning you’re through.” John Wooden, Head Coach, UCLA Men’s Basketball  
“Failing to prepare is preparing to fail.” John Wooden, Head Coach, UCLA Men’s Basketball

Generally extra credit is not offered because I have found that extra credit opportunities tend not to achieve the goal of helping students improve their grade. Please do not expect any opportunities for extra credit.

## Course Requirements

**Attendance:** “Eighty-five percent is just showing up.” While it would seem to be difficult to take attendance in an online class, there are certain criteria that would constitute excessive absences. Specifically, if you miss a combination of more than four online quizzes or discussion board posts, I reserve the right to drop you for inactivity. Having said that, if you can no longer participate in this course, please drop yourself. At the end of the term, if I have not dropped you (for whatever reason), and you have completed few assignments, the letter grade you earned will be based on your performance on the assignments you have completed. I have no way of issuing anything other than an evaluative (letter) grade on *WebStar*.

**Missed Assignments and Makeups:** There will be NO MAKEUPS!!!! This is an online course where students are provided with ample time to take quizzes and exams. All quizzes and exams in the class are online, and will be available for students to take over a period of 3 days (72 hours) that often includes a Saturday. The discussion board will be available for students over a period of several days that should enable students to post. The final exam will have a three day window in which students can take it. Under these circumstances there is very little reason for students to miss an exam. The two exams and a comprehensive final exam will cumulatively count for 60.0% of your grade. The remainder of your grade will be determined by online quizzes (15.0%), discussion board posts (5.0%), the SLO assignment (10.0%) and *MindTap* homework (10.0%). If you miss one exam, your exam grade will be determined by your score on the remaining exams and the final exam. (The points for the first missed exam will be rolled into the points on the final exam.) If you miss a second exam, you will receive a zero on that exam, but the points for that exam will NOT be rolled into your final exam.

## Financial Aid

Your Grades Matter! In order to continue to receive financial aid, you must meet the Satisfactory Academic Progress (SAP) requirement. Making SAP means that you are maintaining a 2.0 GPA, you have successfully completed 67% of your coursework, and you will graduate on time. If you do not maintain SAP, you may lose your financial aid. If you have questions, please contact financial aid at [FinAid@Imperial.edu](mailto:FinAid@Imperial.edu).

## 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.



## Disabled Students Program and Services (DSP&S)

Imperial Valley College is committed to providing its students with access to education. If you have documented special need that affects your learning or performance on exams or papers, you will need to contact the Disabled Students Program and Services (DSPS) or the office of the Americans with Disabilities Act (ADA) Coordinator within the first week of class.

Please also self-identify yourself to me within the first two weeks, so I can also work with you.

A representative of Disabled Students Programs and Services can reached at:

Voice: 760-355-6434 (DSPS)  
760-355-6314 (ADA Coordinator)  
Hours: 8:00 AM – 5:00 PM  
E-Mail: [DSPS@ImperialValley.edu](mailto:DSPS@ImperialValley.edu)  
Internet: <https://www.Imperial.edu/students/dsps/index.html>

The DSPS office will help you determine what accommodations are available for you. If you are requesting my assistance utilizing any authorized accommodations, please contact me as soon as possible.

## Artificial Intelligence (AI)

Students may use AI in preparing/studying for quizzes and exams, **but may not use AI when taking quizzes and exams**. Any discrepancy between answers to a quiz or exam question provided by the instructor, and an answer provided by AI will be resolved by the **REAL Intelligence**, not the Artificial Intelligence.

## Course Policies

- All students are expected to create a profile in *MindTap* in the first week because this is a 100% online class, with many of the assignments being performed in *MindTap*, including quizzes and exams. Creating a profile in *MindTap* does not cost a student anything out of pocket, so there is no excuse for not having created a profile by the end of the first week. Failure to establish a profile in *MindTap* in the first week is grounds for being dropped.
- No student will be allowed to make up past assignments because that student does not have access to necessary course material, including *Canvas* or *MindTap*.
- Because this is a 100% online (asynchronous) class, students understand that they will need to have access to a computer with a reliable high speed information connection to perform assignments.
- High speed WiFi, computer workstations with high speed connections are available to all Imperial Valley College students in the library/learning center. Anyone lacking a computer, high speed internet or both should make arrangements to use the resources available to them in the library/learning center.
- When interacting 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, and (10) use appropriate intensifiers to help convey meaning.

## Academic Integrity and Violations of Academic Integrity

- 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 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. In addition, students found to be in violation of rules concerning academic integrity may be subject to disciplinary action which can include:
  - ◇ Formal Warning (Student will be required to meet with the Dean of Student Activities)
  - ◇ Reprimand (Written notice of further disciplinary action)
  - ◇ Disciplinary Probation
  - ◇ Disciplinary Suspension (Exclusion from class privileges for a period of time)
  - ◇ Expulsion (Termination of student status)
  - ◇ Remanding (Formal Hearing)

## Anticipated Class Schedule

**(MATERIAL AND SEQUENCE OF COVERAGE IS SUBJECT TO CHANGE)**

LECTURE	TOPIC(S)	CHAPTER
01	Business Now: Change is the Only Constant	01
02	Economics: The Framework for Business	02
03	The World Marketplace: Business Without Borders	03
04	Business Ethics and Social Responsibility	04
05	Business Communications	05
06	Business Formation	06
07	Small Business and Entrepreneurship	07
<b>EXAM 1</b>		
08	Accounting:	08
09	Finance	09
10	Financial Markets	10
11	Marketing:	11
12	Product and Promotion	12
13	Distribution and Pricing: The 4 Ps	13
<b>EXAM 2</b>		
14	Management, Motivation and Leadership	14
15	Human Resource Management	15
16	Managing Information and Technology	16
17	Operations Management	17
<b>COMPREHENSIVE FINAL EXAM</b>		



IMPERIAL VALLEY COLLEGE

**Anticipated Assignment Calendar**

**(MATERIAL AND SEQUENCE OF COVERAGE IS SUBJECT TO CHANGE)**

**Only Major Assignments are Shown Below. Please refer to the course's Canvas page or in class announcements for individual homework assignments.**

Bus 124 Introduction to Business - Spring 2026						
Mondays Through Saturdays						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
February	16 Prez Day 2	17 First Day of Class	18 Establish Cengage Profile	19 MindTap HW 01 Due	20 Quiz 01 Due (Canvas) DB 01 Due	21 Quiz 02 Due (MindTap) DB 02 Due
	23	24	25 Quiz 03 Due (MindTap) DB 03 Due	26 MindTap HW 02 Due	27 Quiz 04 Due (MindTap) DB 04 Due	28
March	02	03	04 DB 05 Due	05 MindTap HW 03 Due	06 Quiz 05 Due (MindTap)	07 <b>Exam 01 (Chapters 1 - 7) (MindTap)</b>
	09	10	11 DB 06 Due	12 MindTap HW 04 Due	13 Quiz 06 Due (MindTap)	14



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**Anticipated Assignment Calendar (Continued)**

**(MATERIAL AND SEQUENCE OF COVERAGE IS SUBJECT TO CHANGE)**

**Only Major Assignments are Shown Below. Please refer to the course's Canvas page or in class announcements for individual homework assignments.**

Bus 124 Introduction to Business - Spring 2026						
Mondays Through Saturdays						
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
March	16	17 St. Patty's Day	18 DB 07 Due	19 MindTap HW 05 Due	20 Quiz 07 Due (MindTap)	21
	23	24	25 DB 08 Due	26 MindTap HW 06 Due	27 Quiz 08 Due (MindTap)	28 <b>Exam 02 (Chapters 8 - 15)</b>
	30	31	01 DB 09 Due	02 MindTap HW 07 Due	03 Quiz 09 Due (MindTap)	04 <b>SLO Assignment</b>
April	06 Spring Break	07 Spring Break	08 Spring Break	09 Spring Break	10 Spring Break	11 Spring Break
	13	14	15 DB 10 Due	16 MindTap HW10 Due Quiz 10 (MindTap)Due	17 <b>Final Exam (Chapters 1 -17)</b>	18