

BUS 124
Introduction to Business
Summer 2013

COURSE SYLLABUS

Efrain Silva, Dean of Economic and Workforce Development

COURSE DESCRIPTION: A beginning college course that introduces the U.S. business and industry. Includes the nature and importance of business ownership, organization, management, finance, marketing, government and regulation, pricing and taxes. Class activities include lecture and practical exercises.

COURSE OBJECTIVES:

- ❑ Compare American capitalism, socialism, and communism.
- ❑ Identify the various factors that affect business.
- ❑ Explain the various forms of legal business ownership and formation.
- ❑ Design a basic business plan.
- ❑ Describe the marketing mix.
- ❑ Explain the role of business and franchising.
- ❑ Explain the purpose of human resources, activities, and labor relations.
- ❑ Recognize the impact of government on business.
- ❑ Explain the impact of the Internet on business and on methods of doing business.

STUDENT LEARNING OUTCOMES

Institutional Student Learning Outcomes: Students who complete a degree or certificate at Imperial Valley College will demonstrate competency in these five areas: communication skills, critical thinking skills, personal responsibility, information literacy, and global awareness. In this class, the learning outcomes that will be covered are:

1. Understand the events that facilitated the globalization of the world economies (Global awareness).
2. Compare and contrast different views on corporate social responsibility(Personal Responsibility)
3. Complete a basic business plan (information literacy)

TEXTBOOKS REQUIRED:

The books required for this course are:

1. *Business in Action: Fifth Edition* by Bovee/Thill .
2. *The World is Flat.* Thomas Friedman

GRADING

	Grading Scale		
Quizzes and article reports	10%	90 –100%	A
Exams	50%	80 – 89%	B
Business Plan	10%	70 – 79%	C
The World is Flat Reports	10%	60 – 69%	D
TWIF Power Point.....	5%	Below 60	F
Final Exam	15%		

Quizzes

Short quizzes will be given through the semester to be completed in groups. Students are not dismissed until I review your answers and determined that you have answered the questions satisfactorily.

DROP POLICY

Students must drop themselves from class after the first class meeting.

IMPORTANT DATES

Last day to drop without a "W" : July 1.2013

Last day to drop with a "W"- July 23, 2013

GENERAL GRADING PHILOSOPHY

The information below explains what grades mean to me.

- A** You have done excellent work, consistently, for all aspects of the class
- B** You have done very good work overall
- C** You have done good work overall
- D** Your work is fair, even good in some respects, but not as strong as is expected to pass on from this level.
- F** You failed to do enough work to pass the class, or the work you did do shows you need to devote more time to pass on from this level.

CHEATING POLICY

Students are expected to uphold the school's standard of conduct relating to academic honesty. Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity shall be that a student's submitted work, examinations, reports, and projects must be that of the student's own work. You shall be guilty of cheating if you:

1. Submit another student's work as your own.
2. Use or obtain unauthorized assistance in any academic work.
3. Give your work or unauthorized assistance to other students.
4. Misrepresent the content of submitted work

If a student is unclear about whether a particular situation may constitute cheating, the student should email me to discuss the situation.

CONTACTING YOUR INSTRUCTOR

If you have any questions or concerns about the course, please contact me **right away**. Email is the best way to contact me.

E-mail

efrain.silva@imperial.edu

Always Use BUS 124 as the subject line when you send me email.

Office

Room 1708

(760) 355-6217 Secretary (Patty Robles)

(760) 355-6249 (Direct Line)

Office hours by appointment

Mailing Address

Business Division

P. O. Box 158/380 East Aten Road

Imperial, CA 92250

NEED FOR ASSISTANCE: If you have any condition, such as a physical or learning disability, for which you need extra assistance, please provide me with information regarding your special needs as soon as possible so that appropriate accommodations can be made. You should also meet with the Disabled Student Programs & Services support staff and counselors.

I have made every effort to ensure that this course is accessible to all students, including students with disabilities. If you encounter a problem accessing any portion of this course, please contact me immediately.

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SEMESTER SNAPSHOT
(Subject to Change)

Below is an overview of tasks you are required to complete for this course.

Week	Discussion	Assignments
June 24	Read: <ul style="list-style-type: none"> • Course Syllabus • Orientation • Ice Breaker 	None. First day of class
June 25	Chapter 1	Read Chapter 1 Quiz and report
June 26	<ul style="list-style-type: none"> • Chapters 2/ Intro to TWIF 	<ul style="list-style-type: none"> • Class Discussion • Quiz
June 27	<ul style="list-style-type: none"> • Chapter 3 • TWIF (1) 	<ul style="list-style-type: none"> • Quiz • Group presentation • TWIF Flattener 1
July 1	<ul style="list-style-type: none"> • Chapters 4 	<ul style="list-style-type: none"> • Group presentation • Exam 1 (Chapters 1,2 &3)
July 2	<ul style="list-style-type: none"> • Chapter 5 • TWIF (2) • Intro to business planning 	<ul style="list-style-type: none"> • Flattener 2
July 3	<ul style="list-style-type: none"> • Chapter 6 • TWIF (3) 	<ul style="list-style-type: none"> • Flattener 3 • Quiz • Exercise
July 8	<ul style="list-style-type: none"> • Business Plan 	<ul style="list-style-type: none"> • Exam 2 (Chapters 4,5 &6) • Flattener 4
July 9	<ul style="list-style-type: none"> • Chapter 7 • Flattener 4 • Business Plan 	<ul style="list-style-type: none"> • Flattener 4 • Update on Bus Plan • Quiz and report
July 10	<ul style="list-style-type: none"> • Chapter 8 • Flattener 5 	<ul style="list-style-type: none"> • Flattener 5 • Quiz and report
July 11	<ul style="list-style-type: none"> • Chapter 10 • Flattener 6 	<ul style="list-style-type: none"> • Flattener 6 • Quiz and report
July 15	<ul style="list-style-type: none"> • Business Plan 	<ul style="list-style-type: none"> • Exam 3 (Chapters 7,8 &10)
July 16	<ul style="list-style-type: none"> • Chapter 11 • Flattener 7 • Reports 	<ul style="list-style-type: none"> • Quiz • Flattener 7

Week	Discussion	Assignments
July 17	<ul style="list-style-type: none"> • Chapter 12 • Flattener 8 	<ul style="list-style-type: none"> • Quiz and report • Flattener 8
July 18	<ul style="list-style-type: none"> • Chapter 13 • Flattener 9 	<ul style="list-style-type: none"> • Flattener 9
July 22	<ul style="list-style-type: none"> • Chapter 14 	<ul style="list-style-type: none"> • Exam 4 (Chapters 11,12, &13)
July 23	<ul style="list-style-type: none"> • Chapter 15 • Flattener 10 	<ul style="list-style-type: none"> •
July 24	<ul style="list-style-type: none"> • Chapter 16 	<ul style="list-style-type: none"> • Quiz and report
July 25	Chapter 17	<ul style="list-style-type: none"> •
July 29	Business Plans	<ul style="list-style-type: none"> • Exam 5 (Chapters 15, 16 &17
July 30	<ul style="list-style-type: none"> • Make-up work and review 	<ul style="list-style-type: none"> •
July 31	<ul style="list-style-type: none"> • Business Plans Presentations 	<ul style="list-style-type: none"> •
August 1	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Final Exam
	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

