

Basic Course Information

Semester	Spring 2014	Instructor Name	Efrain Silva
Course Title & #	BUS 124 Intro to Business	Email	Efrain.silva@imperial.edu
CRN #	20637	Webpage (optional)	
Room	208	Office	1708
Class Dates	1/21/14 to 05/16/14	Office Hours	By appointment
Class Days	Monday	Office Phone #	760-355-6217 (secretary)
Class Times	6:30-9:40 pm	Office contact if student will be out or emergency	email
Units			

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. (CSU,UC)

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

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

Required Information—discretionary language

1. Bovee (2011) *Business in Action* (5th edition) Printiss Hall ISBN 978-0-13-213965-6
2. Friedman (2005) *The World Is Flat* Prentice Hall ISBN 978-0-312-42507-4

Course Requirements and Instructional Methods

The class will consist of 6 exams. The lowest exam grade will be dropped. The class will also include a number of group assignments including the completion of a business plan and presentation on *The World is Flat* and group quizzes. Individual assignments include reports on the flattening forces as described by Thomas Friedman. A comprehensive final exam will be administered.

Course Grading Based on Course Objectives

Quizzes	10%
Exams	50%
Business Plan	10%
The World is Flat Reports	10%
The World is Flat Presentation	5%
Final Exam	15%
90-100%.....	A
80-89%	B
70-79%	C
60-69%	D
Below 60%	F

Attendance

- 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 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.
- Absences attributed to the representation of the college at officially approved events (conferences, contests, and field trips) will be counted as 'excused' absences.

Classroom Etiquette

- Electronic Devices: Cell phones and electronic devices must be turned off and put away during class unless otherwise directed by the instructor.
- Food and Drink are prohibited in all classrooms. Water bottles with lids/caps are the only exception. Additional restrictions will apply in labs. Please comply as directed.

- Disruptive Students: Students who disrupt or interfere with a class may be sent out of the room and told to meet with the Campus Disciplinary Officer before returning to continue with coursework. Disciplinary procedures will be followed as outlined in the General Catalog.
- Children in the classroom: Due to college rules and state laws, no one who is not enrolled in the class may attend, including children.

Academic Honesty

- Plagiarism is to take and present 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 correctly 'cite a source', 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, or assisting others in using materials, which are prohibited or inappropriate in the context of the academic assignment in question.

Anyone caught cheating or 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 School 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) use of a commercial term paper service

Additional Help – Discretionary Section and Language

- Blackboard support center: <http://bbcrm.edusupportcenter.com/ics/support/default.asp?deptID=8543>
- Learning Labs: There are several 'labs' on campus to assist you through the use of computers, tutors, or a combination. Please consult your college map for the Math Lab, Reading & Writing Lab, and Learning Services (library). Please speak to the instructor about labs unique to your specific program
- Library Services: There is more to our library than just books. You have access to tutors in the learning center, study rooms for small groups, and online access to a wealth of resources.

Disabled Student Programs and Services (DSPS)

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 if you feel you need to be evaluated for educational accommodations.

Student Counseling and Health Services

Students have counseling and health services available, provided by the pre-paid Student Health Fee. We now also have a fulltime mental health counselor. For information see <http://www.imperial.edu/students/student-health-center/>. The IVC Student Health Center is located in the Health Science building in Room 2109, telephone 760-355-6310.

Student Rights and Responsibilities

Students have the right to experience a positive learning environment and due process. For further information regarding student rights and responsibilities please refer to the IVC General Catalog available online at http://www.imperial.edu/index.php?option=com_docman&task=doc_download&gid=4516&Itemid=762

Information Literacy

Imperial Valley College is dedicated to help students skillfully discover, evaluate, and use information from all sources. Students can access tutorials at <http://www.imperial.edu/courses-and-programs/divisions/arts-and-letters/library-department/info-lit-tutorials/>

Anticipated Class Schedule / Calendar

Week	Discussion	Assignments
January 27	Read: <ul style="list-style-type: none">• Course Syllabus• Orientation• Ice Breaker	<ul style="list-style-type: none">• Class Discussion• Quiz
February 3	<ul style="list-style-type: none">• Chapters 1 & 2	<ul style="list-style-type: none">• Class Discussion• Quiz
February 10	<ul style="list-style-type: none">• Chapter 3• Discussion TWIF	<ul style="list-style-type: none">• Class Discussion/• Exam 1 (Chapters 1 & 2)
February 17	<ul style="list-style-type: none">• Holiday	
February 24	<ul style="list-style-type: none">• Chapters 4 and 5• Business Plan	<ul style="list-style-type: none">• Quiz• Flattener 1
March 3	<ul style="list-style-type: none">• Chapter 6	<ul style="list-style-type: none">• Exam 2 (Chapters 3, 4& 5)• Flattener 2
March 10	<ul style="list-style-type: none">• Business Plan	<ul style="list-style-type: none">• Groups meet outside class
March 17	<ul style="list-style-type: none">• Business Plan• Chapter 7 & 8	<ul style="list-style-type: none">• Business Plan Assignment• Flattener 4• Quiz
March 24	<ul style="list-style-type: none">• Business Plan• Chapters 10	<ul style="list-style-type: none">• Business plan assignment• Flattener 5• Exam 3 (Chapters 6, 7, and 8)
March 31	<ul style="list-style-type: none">• Business Plan• Chapters 11 and 12•	<ul style="list-style-type: none">• Business Plan Assignment• Flattener 6

Week	Discussion	Assignments
April 7	<ul style="list-style-type: none"> • Business Plan • Chapter 13 	<ul style="list-style-type: none"> • Business Plan Presentations • Flattener 7 • Exam 4 (Chapters 10, 11, and 12)
April 14	<ul style="list-style-type: none"> • Chapter 14 and 15 	<ul style="list-style-type: none"> • Flattener 8 Quiz
April 21	Spring Break	
April 28	<ul style="list-style-type: none"> • Chapters 16 	<ul style="list-style-type: none"> • Exam 5 (Chapters 13, 14 and 15) • Flattener 9 • Business Plan Presentations
May 5	<ul style="list-style-type: none"> • Business Plans 	<ul style="list-style-type: none"> • Exam 6 (Chapter 16) • Flattener 10 • Business Plan Presentations
May 12	<ul style="list-style-type: none"> • Final Exam 	<ul style="list-style-type: none"> •

Key dates to remember:

Last Day to add class:

Last day to drop class:

Imperial Valley College Course Syllabus – Course Title and number

Date or Week	Activity, Assignment, and/or Topic	Pages/ Due Dates/Tests
Week 1 August 19 - 21	Syllabus & Introduction Chapter 1-15-Science of Development	Pages 1-502
Week 2 August 28 - 30	Chapter 1-15 continued Chapter 16 -Biology of Mind	Pages 504-505
Week 3 September 4-6	Paper: Distinguishing myth from science during first 2 years of life.	Due 9-16-2013