

Basic Course Information

Semester:	Fall 2016	Instructor Name:	Efrain Silva
Course Title & #:	Business 124	Email:	Efrain.silva@imperial.edu
CRN #:	10143	Webpage (optional):	
Classroom:	3211	Office #:	3103
Class Dates:	08/15/16-12/05/16	Office Hours:	By appointment
Class Days:	Mondays	Office Phone #:	760-355-6217 ([Patty])
Class Times:	6:30-9:40 pm	Emergency Contact:	
Units:	3		

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

1. Bovee (2011) *Business in Action* (5th edition) Printiss Hall ISBN 978-0-13-213965-6

Supplemental reading to be discussed in class.

Course Requirements and Instructional Methods

There will be a total of 5 exams administered in the semester. Make up exams are permitted up the Friday following the examination. A 5% late penalty is assessed for everyday the exam is late. Contact Josue Verduzco in the Tutoring Center (760-355-6384) for further details and to schedule a make-up exam appointment.

Each student will also be assigned to a group to complete and present a basic business plan.

Course Grading Based on Course Objectives

Quizzes	100 points
Exams	500 points
Business Plan	100 points
Reports on supplemental reading	100 points
Group presentation.....	50 points
Final Exam	150 points

900-1000.....	A
800 - 899.....	B
700 -799.....	C
600 -699	D
Below 600	F

Attendance

[Required Information: The below information is the IVC attendance policy. Use this information in addition to any specific attendance policies you have for your course.]

- 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 by the instructor.
- 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.

Online Netiquette

- What is netiquette? Netiquette is internet manners, online etiquette, and digital etiquette all rolled into one word. Basically, netiquette is a set of rules for behaving properly 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, (10) use appropriate emoticons (emotional icons) to help convey meaning, and (11) use appropriate intensifiers to help convey meaning [do not use ALL CAPS or multiple exclamation marks (!!!!)].

Academic Honesty

Academic honesty in the advancement of knowledge requires that all students and instructors respect the integrity of one another's work and recognize the important of acknowledging and safeguarding intellectual property.

There are many different forms of academic dishonesty. The following kinds of honesty violations and their definitions are not meant to be exhaustive. Rather, they are intended to serve as examples of unacceptable academic conduct.

- 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. Please refer to the [General 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) using a commercial term paper service.

Additional Student Services

Imperial Valley College offers various services in support of student success. The following are some of the services available for students. Please speak to your instructor about additional services which may be available.

- **Blackboard Support Site.** The Blackboard Support Site provides a variety of support channels available to students 24 hours per day.
- **Learning Services.** There are several learning labs on campus to assist students through the use of computers and tutors. Please consult your [Campus Map](#) for the [Math Lab](#); [Reading, Writing & Language Labs](#); and the [Study Skills Center](#).
- **Library Services.** There is more to our library than just books. You have access to tutors in the [Study Skills 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. Please contact them 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.

- **Student Health Center.** A Student Health Nurse is available on campus. In addition, Pioneers Memorial Healthcare District provide basic health services for students, such as first aid and care for minor illnesses. Contact the IVC [Student Health Center](#) at 760-355-6128 in Room 1536 for more information.
- **Mental Health Counseling Services.** Short-term individual, couples, family, and group therapy are provided to currently enrolled students. Contact the IVC [Mental Health Counseling Services](#) at 760-355-6196 in Room 2109 for more information.

Student Rights and Responsibilities

Students have the right to experience a positive learning environment and to due process of law. For more information regarding student rights and responsibilities, please refer to the IVC [General Catalog](#).

Information Literacy

Imperial Valley College is dedicated to helping students skillfully discover, evaluate, and use information from all sources. The IVC [Library Department](#) provides numerous [Information Literacy Tutorials](#) to assist students in this endeavor.

Anticipated Class Schedule/Calendar

Week	Discussion	Assignments
August 15	Introduction Syllabus Ice Breaker	Class discussion
August 22	Chapter 1 & 2	Read chapters 1 and 2 Class discussion Quiz 1
August 29	Chapters 3 & 4 Current business articles	Read chapters 3 & 4 Class discussion Class presentation
September 5	Holiday	No class
September 12	Chapter 5 Exam 1 (Chapters 1,2, &3)	Read Chapter 5
September 19	Chapter 6 Exam 2 (Chapters 3,4 &5)	Read Chapters 6 Quiz 2
September 26	Chapters 7 & 8	Read Chapters 7 & 8 Quiz
October 3	Business Planning Exam 3 (chapters 6,7 & 8)	Start business plan
October 10	Chapters 10 & 11	Read chapters 10 & 11 Quiz
October 17	Chapter 12 & 13	Quiz/Reading presentation
October 24	Chapter 14 Exam 4 (Chapters 10,11 & 12)	
October 31	Chapters 14 Business plans	Quiz
November 7	Chapter 15 Business plans	Quiz
November 14	Exam 5 (Chapters 13,14& 15)	
November 21	Holiday	No class

November 28	Presentations	
December 5	Final exam	

*****Tentative, subject to change without prior notice*****