



Basic Course Information

Semester:	Winter 2022	Instructor Name:	Vicki Vioria
Course Title & #:	BUS 124: Introduction to Business	Email:	Vicki.Vioria@imperial.edu
CRN #:	15184	Webpage (optional):	
Classroom:	Online	Office #:	Online
Class Dates:	January 3 – February 3	Office Hours:	Email, Text, Phone
Class Days:	Online	Office Phone #:	760 791 1849
Class Times:	Online	Emergency Contact:	
Units:	3	Class Format:	Online

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. (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

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

MyLab Intro to Business with Pearson eText—Instant Access—for Business in Action 9th Edition ISBN-13: 9780135206263



MyLab Intro to Business with Pearson eText -- Instant Access -- for Business in Action

ISBN-13: 9780135206263

Includes: MyLab | Instant Access

Instant digital access to MyLab with eText. To register, you'll need a Pearson course ID from your instructor.

Instant access

\$84.99

Course Requirements and Instructional Methods

Activities	Points	Percentage
Dynamic Study Module (14 x 100)	1,400	47%
Video Quizzes (13 x 50) Drop 1	600	20 %
Discussions (10 x 100)	1,000	33 %
Total	3,000	100%

Course Grading Based on Course Objectives

Grade	Percentage	Points
A	90 – 100%	2,700 – 3,000
B	80 – 89%	2,400 – 2,699
C	70 – 79%	2,100 – 2,399
D	60 – 69%	1,800 – 2,099
F	0 – 59%	0 – 1,799



IMPERIAL VALLEY COLLEGE

Course Policies

- Online attendance is not marked by your physical presence in a classroom, but rather by your **participation and engagement** with the course activities and assignments.
- This course is designed to take about **30 hours per week (on average)**. **Please plan to:**
 - Set aside time each week to view all module materials and submit required work
 - Log in regularly each day to check for announcements, grades, messages, and comments
 - Participate in online discussions, and respond thoughtfully to your peers

Drop Policy

- **During the first week:** Complete your first Discussion by Tuesday 11:59 p.m. to mark your attendance and secure your spot! **(If you do not complete the first mandatory activity, you will be dropped.)**
- **Throughout the term:** Submit work regularly to show your active attendance. If you do not submit work for 2 modules in a row, you may be dropped for non-participation!
- **It is the student's responsibility to drop or officially withdraw from the class.**

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

Week	Dates	Module	Chapter #: Topic	Pages	Discussions	DSM	Video Quiz
1	Jan. 3 – 8	0	Syllabus / MyLab Introduction	Canvas	Intro	How Works	
2	Jan. 9 – 15	1 The Business of Business	1: Developing a Business Mindset 2: Economics, Money, and Banking 3: The Global Market Place 4: Business Ethics and Corporate Social Responsibility	1 – 29 30 - 63 64 – 89 90 - 118	Economics Ethics	Ch 1 Ch 2 Ch 3 Ch 4	Ch 1 Ch 2 Ch 3 Ch 4
3	Jan. 16 - 22	2 Building the Framework	5: Forms of Ownership 6: Entrepreneurship and Small-Business Ownership	119 – 143 144 - 168	Small-Business	Ch 5 Ch 6	Ch 5 Ch 6
		3 Guiding the Enterprise	7: Management Roles, Functions, and Skills 8: Organization and Teamwork	169 – 195 196 – 226	Teamwork	Ch 7 Ch 8	Ch 7 Ch 8
4	Jan. 23 - 29	4 Supporting the Workforce	10: Employee Motivation 11: Human Resources Management	249 – 272 273 – 306	Motivation Diverse Workplace	Ch 10 Ch 11	Ch 10 Ch 11
		5 Satisfying the Customer	12: The Art and Science of Marketing 13: Product Management and Pricing Strategies	307 – 334 335 – 363	Marketing Strategy Brands	Ch 12 Ch 13	Ch 12 Ch 13
5	Jan. 30 – Feb 3	6 Managing the Money	15: Financial Information and Accounting Concepts Appendix D: Personal Finance	401 – 431 D1 - 14	Personal Finance	Ch 15	Ch 15

Subject to change without prior notice