



Basic Course Information

Semester:	Fall 2022	Instructor Name:	Guillermo Salgado
Course Title & #:	BUS 124 Intro to Business	Email:	Guillermo.salgado@imperial.edu
CRN #:	10739	Webpage (optional):	n/a
Classroom:	402	Office #:	Student Services - Building #100
Class Dates:	August 17 – December 10	Office Hours:	open to student requested time
Class Days:	Wednesdays	Office Phone #:	760-355-5746
Class Times:	06:30 – 9:40 pm	Emergency Contact:	760-554-9081
Units:	3	Class Format:	In person – face to face.

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

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. 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 ecommerce. (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

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 ebusiness and e-commerce

Textbooks & Other Resources or Links

Business in Action 9th Edition by Bovee & Thill.

Course Requirements and Instructional Methods

Instructional Methodology:

Power Point Lectures and in-class demonstrations

Discussion & Group Activity

Method of Evaluation to determine if objectives are met:

Class Activity

Mid-Term / Final Exam(s)

Oral Assignment

Problem Solving Exercise

Skill Demonstration

Written Assignments



Out of Class Assignments: The Department of Education policy states that one (1) credit hour is the amount of student work that reasonably approximates not less than one hour of class time and two (2) hours of out-of-class time per week over the span of a semester. WASC has adopted a similar requirement.

Course Grading Based on Course Objectives

Exams (5)	500 points (100 per exam)
Business Plan & Presentation (1).....	200 pts (50 pts. on presentation, 150 on plan)
In Class Assignments: Classroom Activity (10).....	100 pts (10 pts. Per Chapter Assignment)
Out of Class Assignment: Critical Thinking (10).....	100 pts (10 pts. Per Chapter Assignment)
Business Plan Idea Assignment (1).....	50 points
Financial Forecast / Projection Sheet Assignment (1).....	25 points
Marketing Plan / SWOT Analysis Assignment (1).....	25 points

TOTAL POSSIBLE POINTS	1,000 points
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900-1000.....	A
800 - 899.....	B
700 -799.....	C
600 -699	D
Below 600	F

NOTE: Certain Learning Objectives Assignments will be completed in class, therefore it is imperative that students attend class to ensure workload remains up to date and that student can maximize on points related to assignments.

Course Policies

ATTENDANCE:

Students failing to attend the first meeting of a class and or do not complete the first mandatory activity of an online assignment may be dropped by the instructor. Those who do not communicate with Instructor during Week 1 and do not attend class will definitely be dropped.

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.

CLASSROOM ETTIQUITE:

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.



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.

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. Imperial Valley College Course Syllabus – Bus124. 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.

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

Date or Week	Activity, Assignment, and/or Topic	What's due before class
Week 1 August 15 - 20	Syllabus & Introduction Chapter 1: Developing a Business Mindset Classroom Activity #1 Critical Thinking Questions #1	NONE
Week 2 August 22 - 27	Chapter 2: Economics, Money, and Banking Classroom Activity #2 Critical Thinking Questions #2	Critical Thinking Questions #1
Week 3 August 29 - September 3	Chapter 3: The Global Market Place Classroom Activity #3 Critical Thinking Questions #3	Critical Thinking Questions #2

Date or Week	Activity, Assignment, and/or Topic	What's due before class
Week 4 September 5 – October 10	Chapter 4: Business Ethics and Corporate Social Responsibility Classroom Activity #4 Critical Thinking Questions #4 EXAM 1 – Chapters 1 thru 4	Critical Thinking Questions #3
Week 5 September 12-17	Chapter 5: Forms of Ownership Classroom Activity #5 Critical Thinking Questions #5	Critical Thinking Questions #4
Week 6 September 19-24	Chapter 6: Entrepreneurship and Small Business Ownership Classroom Activity #6 Critical Thinking Questions #6	Critical Thinking Questions #5
Week 7 September 26 – October 1	Chapter 7: Management Roles, Functions, and Skills Classroom Activity #7 Critical Thinking Questions #7	Critical Thinking Questions #6
Week 8 October 3-8	Chapter 8: Organization and Teamwork Classroom Activity #8 Critical Thinking Questions #8 EXAM 2 – Chapters 5 thru 8	Critical Thinking Questions #7
Week 9 October 9-15	Chapter 9: Production Systems Classroom Activity #9 Critical Thinking Questions #9	Critical Thinking Questions #8
Week 10 October 17 -22	Chapter 10: Employee Motivation Classroom Activity #10 Critical Thinking Questions #10 <i>*end of Classroom Activity and Critical Thinking Assignments *moving forward, focus will be assignments leading up to the Business Plan Assignment.</i>	Critical Thinking Questions #9
Week 11 October 24-29	Chapter 11: Human Resources Management No assignments	Critical Thinking Questions #10
Week 12 October 31 – November 5	Chapter 12: The Art and Science of Marketing No Assignments EXAM 3 – Chapters 9 thru 12	NONE
Week 13 November 7-12	Chapter 13: Product Management and Pricing Strategies Assignment: Business Plan Idea	NONE
Week 14 November 14-19	Chapter 14: Customer Communication and Product Distribution Assignment: Marketing Plan for Business Plan	Business Plan Idea
Week 15 November 21-26 *BREAK	Chapter 15: Financial Information and Accounting Concepts Assignment: Financial Forecast for Business Plan	Marketing Plan / SWOT Assignment
Week 16 November 28 – December 3	Chapter 16: Financial Management and Markets EXAM 4 – Chapters 13 thru 16 Assignment: Review Final Study Guide Handout	Financial Forecast Assignment
Week 17 December 5-10	FINAL EXAM – Cumulative Business Plan Due	Business Plan,



IMPERIAL VALLEY COLLEGE

*****Subject to change without prior notice*****