



Basic Course Information

Semester:	Fall 24	Instructor Name:	Beckley
Course Title & #:	BUS 132—Bus Management	Email:	jeff.beckley@imperial.edu
CRN #:	10071	Webpage (optional):	
Classroom:	402	Office #:	203A
Class Dates:	Aug. 12 – Dec. 7	Office Hours:	On-Campus: M/W: 8:55-9:40a; T: 5:30–6:30p; R: 6-6:30p; Online: W: 3-4p
Class Days:	T	Office Phone #:	760-355-6150
Class Times:	6:30 – 9:40p	Emergency Contact:	Tisha Nelson, Dept. Secretary, 760-355-6161
Units:	3	Class Format/Modality:	FTF

Course Description

A study of management theories and processes as they apply in the contemporary business world. The course is based on the application of the four functions of management—planning, organizing, leading, and controlling—in the effective achievement of organizational objectives. Management activities are practiced in organizational situations using case studies simulations, and class projects. (CSU)

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. Successfully conclude a negotiation.
2. Demonstrate an ability to productively work as a team member with people of diverse experiences and backgrounds by exchanging ideas and viewpoints with other team members to develop a united position for negotiating a solution to a common business problem as posed in a negotiation scenario.
3. Identify and define the four functions of management and describe how each element applies to managers in a typical business environment.
4. Identify and define the steps of the managerial decision-making process and follow the steps to make a decision in a simulated business case.

Course Objectives

Upon satisfactory completion of the course, students will be able to:

1. Describe how managers use the four functions of management in an organizational setting.
2. Describe the various managerial roles and crucial managerial skills.
3. Identify the steps in the planning process.
4. Explain the managerial decision-making process.
5. Explain the purpose and organization of decision support systems (DSS)
6. Describe the various forms of organizational design and how organizational change is best implemented.
7. Describe the recognized approaches to leadership and employee motivation.
8. Describe the control process and the steps to establishing an integrated managerial control system.
9. Identify financial and production/operations controls in business simulations and analyze financial ratios to measure an organization's financial status.
10. Describe strategies necessary to enter international markets and the impact to the business.
11. Explain the social and ethical responsibilities of business and management.
12. Differentiate between management and entrepreneurship.
13. Select a type of business; develop a strategic plan and philosophy for social responsibility and management ethics, design of business and control systems.
14. Explain the impact of the Internet on business and managers.
15. Recognize the development of wireless communications and how such affects managerial methods and expands abilities to accomplish tasks



16. Demonstrate an ability to productively work as a team member with people of diverse experiences and backgrounds by exchanging ideas and viewpoints with other team members to develop a united position for negotiating a solution to a common business problem in a negotiation scenario against members of another team and then successfully conclude the negotiation.

Textbooks & Other Resources or Links

The course textbook is *Principles of Management* by Bright, Cortes, Hartmann, et al. It is published on openstax.com. It is an open source textbook and is free to use. The text, and all other necessary course materials, are available on, and/or accessible through, the course website on Canvas.

Course Requirements and Instructional Methods

Class activities will consist of lecture, group discussion, group activities, and multimedia presentations. Assignments will include reading of the textbook and other relevant material, and analysis of business cases and problems. This will be done both in-class and through out-of-class reading and homework assignments that will be distributed throughout the semester. There will be at least one major negotiation exercise held during the semester in which teams of students will negotiate a solution to a simulated business problem. There will be two exams during the semester: a Mid-term Exam and a Final Exam. Each exam will cover approximately half of the course. Please see the “Course Grading” section directly below for more information on this topic.

Course Grading Based on Course Objectives

	Course Grading	Grade Scale
Mid-term Exam	100	A = 315 - 350



Final Exam	100	B = 280 - 314
Class Exercises and Homework	100	C = 245 - 279
<u>Negotiation Exercise</u>	<u>50</u>	D = 210 - 244
Total	350	

Note on Exams: Each student will need to provide a Scantron (100) and a # 2 pencil for each exam. There will be no make-up exams.

Note on Homework: Each homework assignment is worth 10 points. There will be at least 15 homework assignments during the semester. Since there are 100 homework points that figure into final course grades, only the top 10 homework scores count toward final course grades. All other homework scores, if any, will be dropped when course grades are calculated.

Homework must be turned in on the date assigned to receive full credit. Homework may be turned in one class period late for up to one-half credit. No homework will be accepted that is more than one class period late. There will be no make-up homework.

Note on Negotiation: The Negotiation Exercise is worth 50 points. This includes 25 points for participating in the negotiation session and 25 points for negotiation evaluations. Students must attend class on the day of the negotiation session and actively participate in the negotiations to receive participation points. Evaluations will be done as an online assignment the week after the negotiation session and must be completed according to instruction.

General Note: More specific information on all these activities will be presented as the semester proceeds.

Academic Honesty (Artificial Intelligence -AI)

IVC values critical thinking and communication skills and considers academic integrity essential to learning. Using AI tools as a replacement for your own thinking, writing, or quantitative reasoning goes against both our mission and academic honesty policy and will be considered



IMPERIAL VALLEY COLLEGE

academic dishonesty, or plagiarism unless you have been instructed to do so by your instructor. In case of any uncertainty regarding the ethical use of AI tools, students are encouraged to reach out to their instructors for clarification.

Course Policies

IVC ATTENDANCE POLICY

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. After the first week's drops for nonattendance and nonparticipation, 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. However, as noted above, it is ultimately the student's responsibility to drop a class.

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

Other Course Information

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.

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 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



IMPERIAL VALLEY COLLEGE

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

Week 1	Introduction
Week 2	Chapter 1
Week 3	Chapter 2
Week 4	Chapter 4
Week 5	Chapter 5
Week 6	Chapter 6, Review
Week 7	Mid-Term Exam



IMPERIAL VALLEY COLLEGE

Week 8	Exam Review, Media Day
Week 9	Chapter 7
Week 10	Emotional Intelligence
Week 11	Chapter 13
Week 12	Negotiations
Week 13	Chapter 17
Week 14	Chapter 17
Week 15	Chapter 14, Review
Week 16	Final Exam

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