



Final Exam: In Class Thursday, June 05 6:00 PM – 7:30 PM

Basic Course Information

Semester:	Spring 2025	Instructor Name:	Joe Silverman
Course Title & #:	Bus 124 (Introduction to Business)	IVC E-Mail:	Joe.Silverman@Imperial.edu
CRN #:	20094	Plan B E-Mail:	JoeTheEconGuy@Outlook.com
Classroom:	812	Office #:	809E
Class Dates:	February 13 – June 04	Office Hours:	Mondays – Thursdays 2:00 PM – 4:00 PM
Class Days:	Thursdays		Mon, Wed on Zoom
Class Meeting Times:	6:00 PM – 9:10 PM		Tues, Thur Face-to-Face (809E)
Units:	3.0	Emergency Contact:	Andres Martinez, Department Chair
California Articulation Number (CAN Identifier)	Refer to this number for transfer to Cal State or UC	Class Format:	Face-to-Face with online assignments

I monitor my e-mails and the Canvas Inbox on a daily basis, including **most** weekends. Please however, give me 36 hours to respond. If I haven't responded to your message in 36 hours, please by all means send me a follow up Inbox message or e-mail, and of course verify that the e-mail address you used to contact me was typed correctly.

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 participation in team-building concepts. (C-ID: BUS 110) (CSU/UC)

Requisite(s) and/or Corequisite(s)

None.

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.

Important Dates

ADD DATE: The last day to add this class is 02–22–2025

“W” DROP DATE: The last day to drop this class to avoid receiving an “F” is 05–10–2025

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.
2. Explain the concepts of ethics and corporate responsibility.
3. Explain the impact of the Internet on business and on methods of doing business and compare e-business and e-commerce.
4. Describe the purpose of a securities market and explain the basic concepts of stock research activities.
5. Explain the purpose of money, banking, and accounting, and design a basic business budget as a part of the business planning process.

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. 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

BUSN – 12th Edition with *MindTap*, 12 Edition, Marcella KELLY, Chuck WILLIAMS, Cengage.
ISBN: 978-0-357-12294-5

Students are required to use *MindTap* for online homework and assignments. If you buy a copy of the printed text please make sure that this purchase provides you with access to *MindTap*. Less expensive options are available to students by purchasing the e-text and *MindTap*, or purchasing *Cengage Unlimited*. We will be discussing e-text/printed textbook/homework platform options in class.

Please access the e-text and MindTap using the link provided in Module 00 on the course's Canvas page. Cengage is a publisher independent of Imperial Valley College. Students will have to purchase access to the e-text and/or printed text and *MindTap* by making payment to Cengage. Purchasing the printed text is optional.

Required and Recommended Technology and Supplies

Below is a list of supplies and/or technology that are helpful, recommended or required to be successful in this course.

Required	Access to a personal computer	Recommended	Pencil(s)
Recommended	Access to computer printing	Recommended	Notebook paper
Required	Internet access	Required	Scantron (Form 882-E)
Required	E-Mail account	Scantron or Grademaster forms are required.	
Recommended	Pen(s), Pencils		

NOTE: Even though this is a face-to-face course, students are expected to have access to a personal computer and a high speed Internet connection. Now that campus has re-opened, you may access the campus computers with T1 connections to the Internet. (The Learning Resource Center/Library should have computer workstations available to students.)

NOTE: You may find some of recommended supplies useful for this course. For example, using paper and pencil to take notes.

Course Grading

Principles of Microeconomics is a grade only course. Measurable course objectives and minimum standards, are determined by the college, the economics department and the instructor. The grades table shown below is based on the approved student performance objectives established for this course, **without a curve**.

LETTER GRADE	INTERPRETATION	PCT	TOTAL POINTS	GRADE POINTS
A	Excellent	90.0%	900.0	4.0
B	Good	80.0%	800.0	3.0
C	Satisfactory Progress	70.0%	700.0	2.0
D	Passing - Less than Satisfactory	60.0%	600.0	1.0
F	Failing	<60.0%	<600	0.0

In the event a curve is needed, the break points between letter grades will be adjusted.

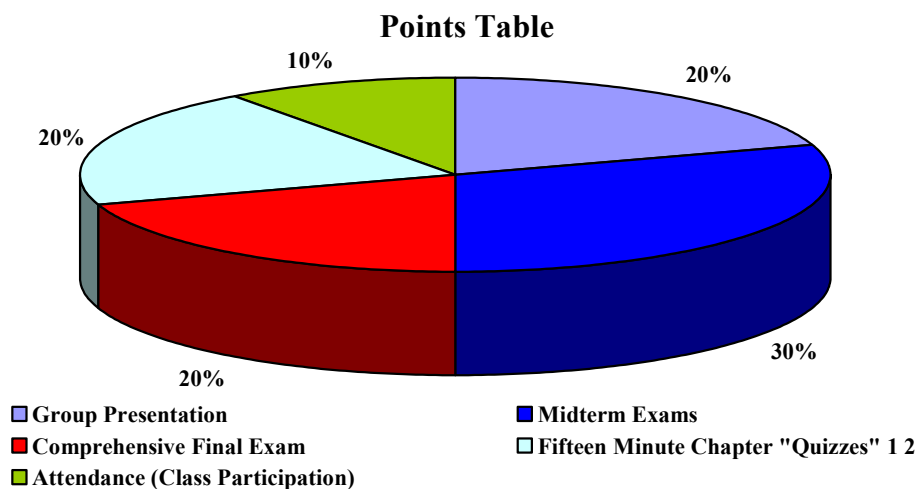
Course Requirements and Instructional Methods

Grades are based on the individual student's accumulation of points for assignments. Even though scores will be posted on Canvas students are **highly encouraged** to **ACTIVELY** track their points accumulation throughout the course. The points for individual assignments are provided below.

NUMBER	ASSIGNMENT	POINTS EACH	TOTAL POINTS	PCT of GRADE
1	Group Presentation	200.000	200.0	20.0%
2	Midterm Exams	150.000	300.0	30.0%
1	Comprehensive Final Exam	200.000	200.0	20.0%
8	Fifteen Minute Chapter "Quizzes" ^{1 2}	25.000	200.0	20.0%
32	Attendance (Class Participation)	3.125	100.0	10.0%
GRAND TOTAL POINTS			1,000.0	100.0%

1 Each quiz will consist of a variety of questions. Each quiz will be worth 25.0 points.

2 Ten quizzes will be given. The highest eight quizzes will be counted.



If you miss an exam, **for whatever reason**, the points from the missed exam will be added to your final exam. (Under these conditions there is no penalty for missing an exam, however, you will see a zero for that exam in MindTap/Canvas.) There will be **no make-up exams offered**. You will also be allowed to drop your two lowest quiz scores. If you miss up to two quizzes, those quizzes will count as your drop quizzes. If you take all quizzes in the course I will manually drop your two lowest quiz scores.)

Extra Credit

"When you are through learning you're through." John Wooden, Head Coach, UCLA Men's Basketball
"Failing to prepare is preparing to fail." John Wooden, Head Coach, UCLA Men's Basketball

Generally I do not offer extra credit because I have found that extra credit opportunities tend not to achieve the goal of helping students improve their grade. Please do not expect any opportunities for extra credit.

Course Policies

- 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.
- 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, only students enrolled in the class may attend; children are not allowed.
- When interacting 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, and (10) use appropriate intensifiers to help convey meaning [do not use ALL CAPS or multiple exclamation marks (!!!!)].
- 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.
- All assignments unless otherwise noted are individual assignments. This means that students are expected to perform their own work, and are also not allowed to provide assistance to classmates. Violation of this policy is considered cheating and is grounds for sanctions including disciplinary action.
- 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.
- All students are expected to create a profile in *MindTap* in the first week because there will be assignments in *MindTap* in this course, possibly including quizzes and exams.. Creating a profile in *MindTap* does **not** cost a students anything out of pocket, so there is no excuse for not having created a profile by the end of the first week. Failure to establish a profile in *MindTap* is grounds for being dropped.
- No student will be allowed to make up past assignments because that student does not have access to necessary course material, including *Canvas* or *MindTap*. While this is a face-to-face class, students understand that they will need to have access to a computer to perform at least some of the assignments.
- High speed WiFi, computer workstations with high speed connections are available to all Imperial Valley College students in the library/learning center. Anyone lacking a computer, high speed internet or both should make arrangements to use the resources available to them in the library/learning center.



Disabled Students Program and Services (DSPS)

Imperial Valley College is committed to providing an accessible learning experience for all students, regardless of course modality. Every effort has been made to ensure that this course complies with all state and federal accessibility regulations, including Section 508 of the Rehabilitation Act, the Americans with Disabilities Act (ADA), and Title 5 of the California Code of Regulations. However, if you encounter any content that is not accessible, please contact your instructor or the area dean for assistance. If you have specific accommodations through **DSPS**, contact them for additional assistance.

We are here to support you and ensure that you have equal access to all course materials. Please also self-identify yourself to me within the first two weeks, so I can also work with you.

A representative of Disabled Students Programs and Services can be reached at:

Voice: 760-355-6434 (DSPS)
760-355-6314 (ADA Coordinator)
Hours: 8:00 AM – 5:00 PM
E-Mail: DSPS@ImperialValley.edu
Internet: <https://www.imperial.edu/students/dsps/index.html>

The DSPS office will help you determine what accommodations are available for you. If you are requesting my assistance utilizing any authorized accommodations, please contact me as soon as possible.

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 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.

Financial Aid

Your Grades Matter! In order to continue to receive financial aid, you must meet the Satisfactory Academic Progress (SAP) requirement. Making Satisfactory Academic Progress means that you are maintaining a 2.0 GPA, you have successfully completed 67% of your coursework, and you will graduate on time. If you do not maintain Satisfactory Academic Progress, you may lose your financial aid. If you have questions, please contact financial aid at finaid@imperial.edu.

Anticipated Class Schedule

(MATERIAL AND SEQUENCE OF COVERAGE IS SUBJECT TO CHANGE)

CHAPTER	TOPIC(S)	QUIZ
01	Business Now: Change is the only Costant	01-A
02	Economics: The Framework for Business	01-B
03	The World Marketplace: Business without Borders	
04	Business Ethics and Social Responsibility: Doing Well by Doing Good	02
05	Business Communicaton: Creating and Delivering Messages That Matter	
06	Business Formation: Choosing the Form that Fits	03
07	Small Business and Entrepreneurship: Economic Rocket Fuel	
08	Accounting: Decision Making by the Numbers	04
09	Finance: Acquiring and Using Funds to Maximize Value	
10	Financial Markets: Allocating Financial Resources	05
EXAM 1		
11	Marketing: Building Profitable Customer Connections	
12	Product and Promotion: Creting and Communicating Value	06
13	Distribution and Princing: Right Product, Right Person, Right Place, Right Price	07
14	Mangement, Motivation and Leadership: Bringing Business to Life	
15	Human Resource Management: Building a Top Quality Workforce	08
EXAM 2		
16	Managing Information and Technology: Finding New Ways to Learn and Link	09
17	Operations Management: Putting it All Together	10
COMPREHENSIVE FINAL EXAM		

Anticipated Assignment Calendar

(MATERIAL AND SEQUENCE OF COVERAGE IS SUBJECT TO CHANGE)

BUS 124 Introduction to Business - Spring 2025					
Face-to-Face - February 10, 2025 through June 06, 2025					
Monday		Tuesday	Wednesday	Thursday	Friday
FEBRUARY	WEEK ONE: WHAT IS ECONOMICS				
	10	11	12	13	14
	WEEK TWO: PRODUCTIONS POSSIBILITIES FRONTIER				
	17	18	19	20	21
	WEEK THREE: SUPPLY AND DEMAND AND GOVERNMENT POLICIES				
	24	25	26	27 Quiz 01	28
MARCH	WEEK FOUR: ELASTICITIES AND TAX INCIDENCE				
	03	04	05	06 Quiz 02	07
	WEEK FIVE: SUPPLY, DEMAND AND GOVERNMENT POLICIES				
	10	11	12	13 Quiz 03	14
	WEEK SIX: INTERNATIONAL TRADE				
	17	18	19	20 Quiz 04	21
APRIL	WEEK SEVEN: BALANCE OF PAYMENTS AND FOREIGN EXCHANGE				
	24	25	26	27 Quiz 05	28
	WEEK EIGHT: CONSUMER CHOICE				
	31	01	02	03 Presentation 1	04
	WEEK NINE: PUBLIC CHOICE				
	07	08	09	10 EXAM 01	11

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BUS 124 Introduction to Business - Spring 2025					
Face-to-Face - February 10, 2025 through June 06, 2025					
	Monday	Tuesday	Wednesday	Thursday	Friday
APRIL	WEEK TEN: THEORY OF THE FIRM AND COST AND PRODUCTION				
	14	15	16	17 Quiz 06 Presentation 2	18
	SPRING BREAK: NO CLASS				
	21	22	23	24	25
	WEEK ELEVEN: OLIGOPOLY AND MONOPOLISTIC COMPETITION				
MAY	28	29	30	01 Quiz 07 Presentation 3	02
	WEEK TWELVE: ANTI-TRUST AND GOVERNMENT REGULATION				
	05	06	07	08 Quiz 08 Presentation 4	09
	WEEK THIRTEEN: EXTERNALITIES, PUBLIC GOODS AND COMMON RESOURCES				
	12	13	14	15 EXAM 02	16
	WEEK FOURTEEN: FACTORS OF PRODUCTION				
	19	20	21	22 Quiz 09 Presentation 5	23
	WEEK FIFTEEN: INCOME INEQUALITY AND POVERTY				
	26	27	28	29 Quiz 10 Presentation 6	30
	WEEK SIXTEEN: FINALS WEEK				
JUNE	02	03	04	05 FINAL EXAM	06