

### Basic Course Information

Semester:	<b>Fall 2015</b>	Instructor Name:	<b>Beckley</b>
Course Title & #:	<b>BUS 132—Business Management / AG 132 Ag Business Management</b>	Email:	<b>jeff.beckley@imperial.edu</b>
CRN #:	<b>BUS: 10147 / AG: 10202</b>	Webpage (optional):	
Classroom:	<b>3111</b>	Office #:	<b>207</b>
Class Dates:	<b>Aug 17 - Dec 11, 2015</b>	Office Hours:	<b>M &amp;W: 8:50-9:35am; T: 3:45-4:45pm; R: 4:15-4:45pm</b>
Class Days:	<b>R</b>	Office Phone #:	<b>760-355-6324</b>
Class Times:	<b>0630-0940pm</b>	Emergency Contact:	<b>Frances Arce-Gomez, Dept. Secretary, 760-355-6361</b>
Units:	<b>3</b>		

### 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. (Same as AG 132) (CSU)

### 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. (ILO1, ILO2, ILO3, ILO5)
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. (ILO1, ILO2, ILO3, ILO5)
3. Identify and define the four functions of management and describe how each element applies to managers in a typical business environment. (ILO1, ILO2, ILO3, ILO5)
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. (ILO1, ILO2, ILO3, ILO5)

## 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

- Stephen P Robbins (2014). *Fundamentals of Management: Essential Concepts and Applications* (9th/e). Prentice Hall. ISBN: -978-0133499919
- Norwood, B (2008). *Agricultural Marketing and Price Analysis* Prentice Hall. ISBN: 9780132211215

## 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 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 textbook. (Please see the “Course Grading” section 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:** 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.

**Note on Negotiation:** You must attend class on the day(s) of the negotiation exercise(s) and actively participate in the negotiations to receive points. The rest of the homework points will derive from assigned in-class and/or out-of-class activities.

**Attendance**

- 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

### Tentative Course Outline

Week 1—Introduction

Week 2—Chapter 1

Week 3—Chapter 2

Week 4—Chapter 3

Week 5—Chapter 4

Week 6—Chapter 5

Week 7—Review, Mid-term Exam

Week 8—Media Day

Week 9—Chapter 6

Week 10—Negotiation Exercise

Week 11—Chapter 8

Week 12—Chapter 9

Week 13—Chapter 10

Week 14—Chapter 11

Week 15—Chapter 14, Review

Week 16—Final Exam

### Final Note

The above schedule and procedures are subject to change in the event of extenuating circumstances.