

Basic Course Information

Semester:	Spring 2018	Instructor Name:	Guillermo Salgado
Course Title & #:	BUS 124 – Intro to Business	Email:	Guillermo.salgado@imperial.edu
CRN #:	11280	Webpage (optional):	www.imperial.edu
Classroom:	Yard D	Office #:	TBA
Class Dates:	Feb 12 – June 5	Office Hours:	TBA
Class Days:	Tuesday	Office Phone #:	TBA
Class Times:	12:30pm – 3:40pm	Emergency Contact:	TBA
Units:	3		

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)

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)

*ISO = Institutional Student Learning Outcomes.

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

Bovee & Thill, 2011. *Business in Action* 5th. Prentice Hall
ISBN: -13;978-0-13-213965-6 and 10;0-13-213965-0.

Course Grading Based on Course Objectives

Exams (5).....500 points (100 per exam)
Business Plan & Presentation (1)200 points (50 points on presentation, 150 on plan)
Assignments: Learning Objectives.....300 points, 20 points per Assignment (total of 15)

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

Attendance

[Required Information: *The below information is the IVC attendance policy. Use this information in addition to any specific attendance policies you have for your course.]*

- 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

[Required Information: *Describe your policies regarding classroom conduct. The below is suggested language and may be modified for your course.]*

- 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.

Online Netiquette

[Required Information for web-enhanced, hybrid and online courses: *Describe your policies regarding netiquette. The below is suggested language and may be modified for your course.]*

- 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

[Required language.]

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

[Suggested Language.]

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.

- **CANVAS LMS.** Canvas is Imperial Valley College's main Learning Management System. To log onto Canvas, use this link: [Canvas Student Login](#). The [Canvas Student Guides Site](#) provides a variety of support available to students 24 hours per day. Additionally, a 24/7 Canvas Support Hotline is available for students to use: 877-893-9853.
- **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)

[Required language.]

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

[Required language.]

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 counseling services are available for currently enrolled students. Services are provided in a confidential, supportive, and culturally sensitive environment. Please contact the IVC Mental Health Counseling Services at 760-355-6310 or in the building 1536 for appointments or more information..

Veteran's Center

[Required language.]

The mission of the [IVC Military and Veteran Success Center](#) is to provide a holistic approach to serving military/veteran students on three key areas: 1) Academics, 2) Health and Wellness, and 3) Camaraderie; to serve as a central hub that connects military/veteran students, as well as their families, to campus and community resources. Their goal is to ensure a seamless transition from military to civilian life. The Center is located in Building 600 (Office 624), telephone 760-355-6141.

Extended Opportunity Program and Services (EOPS)

[Required language.]

The Extended Opportunity Program and Services (EOPS) offers services such as priority registration, personal/academic counseling, tutoring, book vouchers, and community referrals to qualifying low-income students. EOPS is composed of a group of professionals ready to assist you with the resolution of both academic and personal issues. Our staff is set up to understand the problems of our culturally diverse population and strives to meet student needs that are as diverse as our student population. Also under the umbrella of EOPS our CARE (Cooperative Agency Resources for Education) Program for single parents is specifically designed to provide support services and assist with the resolution of issues that are particular to this population. Students that are single parents receiving TANF/Cash Aid assistance may qualify for our CARE program, for additional information on CARE please contact Lourdes Mercado, 760-355- 6448, lourdes.mercado@imperial.edu.

EOPS provides additional support and services that may identify with one of the following experiences:

- Current and former foster youth students that were in the foster care system at any point in their lives

- Students experiencing homelessness
- Formerly incarcerated students

To apply for EOPS and for additional information on EOPS services, please contact Alexis Ayala, 760-355-5713, alexis.ayala@imperial.edu.

Student Equity Program

[Required language.]

- The Student Equity Program strives to improve Imperial Valley College’s success outcomes, particularly for students who have been historically underrepresented and underserved. The college identifies strategies to monitor and address equity issues, making efforts to mitigate any disproportionate impact on student success and achievement. Our institutional data provides insight surrounding student populations who historically, are not fully represented. Student Equity addresses disparities and/or disproportionate impact in student success across disaggregated student equity groups including gender, ethnicity, disability status, financial need, Veterans, foster youth, homelessness, and formerly incarcerated students. The Student Equity Program provides direct supportive services to empower students experiencing insecurities related to food, housing, transportation, textbooks, and shower access. We recognize that students who struggle meeting their basic needs are also at an academic and economic disadvantage, creating barriers to academic success and wellness. We strive to remove barriers that affect IVC students’ access to education, degree and certificate completion, successful completion of developmental math and English courses, and the ability to transfer to a university. Contact: 760.355.5736 or 760.355.5733 Building 100.
- The Student Equity Program also houses IVC’s Homeless Liaison, who provides direct services, campus, and community referrals to students experiencing homelessness as defined by the McKinney-Vento Act. Contact: 760.355.5736 Building 100.

Student Rights and Responsibilities

[Required language.]

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

[Required language.]

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

[Required Information – Discretionary Language and Formatting: *The instructor will provide a tentative, provisional overview of the readings, assignments, tests, and/or other activities for the duration of the course. A table format may be useful for this purpose.]*

SPRING SEMESTER: TOTAL OF 17 WEEKS

WEEK 1 : Tuesday, February 13,

IN CLASS ACTIVITIES

- Introductions & Syllabus Review
- How to Start a Business in California / Power point Presentation & Handouts
- Introduction to a Business Plan (Templates to utilize throughout the course).
- Power point Presentation / Handout of Chapter 1.
- If time allows, brief introduction to Chapter 1 and supplemental questions assigned below (Homework).

ASSIGNMENTS:

- Read Chapter 1
- Learning Objective Questions (5) on Chapter 1. 10 points in total. Due at beginning of Week 2.

WEEK 2: February 20

IN CLASS ACTIVITIES:

- Review Chapter 1 & Collect Learning Outcome Assignment.
- Powerpoint Presentation / Handout of Chapter 2
- Powerpoint Presentation / Handout of Chapter 3

ASSIGNMENTS:

- Read Chapter 2 & 3
- Learning Objective Questions (5) on Chapter 2 & 3. 20 points in total. Due at beginning of Week 3.

WEEK 3: February 27

IN CLASS ACTIVITIES:

- Review Chapter 2 & 3 & Collect Learning Outcome Assignment.
- Powerpoint Presentation / Handout of Chapter 4
- Powerpoint Presentation / Handout of Chapter 5

ASSIGNMENTS:

- Read Chapter 4 & 5
- Learning Objective Questions(5) on Chapters 4 & 5. 20 points in total. Due at beginning of Week 4

WEEK 4: March 6

EXAM 1 (CHAPTERS 1 – 5)

IN CLASS ACTIVITIES:

- Collect Learning Outcome Assignment.
- Powerpoint Presentation / Handout of Chapter 6
- Powerpoint Presentation / Handout of Chapter 7

ASSIGNMENTS:

- Read Chapters 6 & 7
- Learning Objective Questions (5) on Chapters 6 & 7. 20 points in total.

WEEK 5: March 13

IN CLASS ACTIVITIES:

- Review Chapters 6 & 7 & Collect Learning Outcome Assignment.
- Powerpoint Presentation / Handout of Chapter 8
- Powerpoint Presentation / Handout of Chapter 9

ASSIGNMENTS:

- Read Chapters 8 & 9
- Learning Objective Questions (5) on Chapters 8 & 9. 20 points in total.
- Prepare for Exam # 2 (Chapters 6 – 9)

WEEK 6: March 20

EXAM #2 (CHAPTERS 6 – 9)

IN CLASS ACTIVITIES:

- Collect Learning Outcome Assignment.
- Powerpoint Presentation / Handout of Chapter 10

ASSIGNMENTS:

- Read Chapter 10
- Learning Objective Questions (5) on Chapter 10. 20 points in total. Due at beginning of Week 7

WEEK 7: March 27

IN CLASS ACTIVITIES:

- Review Chapter 10 & Collect Learning Outcome Assignment.
- Powerpoint Presentation / Handout of Chapter 11
- Powerpoint Presentation / Handout of Chapter 12

ASSIGNMENTS:

- Read Chapters 11 & 12
- Learning Objective Questions (5) on Chapters 11 & 12. 20 points in total

WEEK 8: April 3 No Class (Spring Break) _____

WEEK 9 _____

IN CLASS ACTIVITIES:

- Review Chapters 11 & 12 & Collect Learning Outcome Assignment.
- Powerpoint Presentation / Handout of Chapter 13
- Powerpoint Presentation / Handout of Chapter 14

ASSIGNMENTS:

- Read Chapters 13 & 14
- Learning Objective Questions (5) on Chapters 13 & 14. 20 points in total.
- Review for Exam # 3 (Chapters 10 – 14)

WEEK 10 _____

EXAM 3 (CHAPTERS 10 – 14)

IN CLASS ACTIVITIES:

- Collect Learning Outcome Assignment.
- Powerpoint Presentation / Handout of Chapter 15

ASSIGNMENTS:

- Read Chapter 15
- Learning Objective Questions (5) on Chapter 15. 20 points in total..

WEEK 11 _____

IN CLASS ACTIVITIES:

- Review Chapter 15 & Collect Learning Outcome Assignment.
- Powerpoint Presentation / Handout of Chapter 16
- Powerpoint Presentation / Handout of Chapter 17

ASSIGNMENTS:

- Read Chapters 16 & 17.
- Learning Objective Questions (5) on Chapters 16 & 17. 20 points in total.
- Review for Exam #4 (Chapter 15 – 17)

WEEK 12 _____

EXAM #4 (Chapters 15 – 17)

IN CLASS ACTIVITIES:

- Collect Learning Outcome Assignment for Chapter 16 & 17.
- Powerpoint Presentation / Handout of Chapter 18

ASSIGNMENTS:

- Read Chapter 18
- Learning Objective Questions (5) on Chapter 18. 20 points in total.

WEEK 13

IN CLASS ACTIVITIES:

- Review Chapter 18 & Collect Learning Outcome Assignment.
- Powerpoint Presentation / Handout of Chapter 19
- Powerpoint Presentation / Handout of Chapter 20

ASSIGNMENTS:

- Read Chapters 19 & 20
- Learning Objective Questions (5) on Chapter 19 & 20. 20 points in total.
- Review for Exam #5 (final exam) Chapters 18 – 20.

WEEK 14

EXAM #5. Chapters 18 – 20.

IN CLASS ACTIVITIES:

-Review Chapters 19 & 20 & Collect Learning Outcome Assignment. Final Homework Assignment that will be collected and graded. In total, 12 homework assignments based on Chapter Review questions. The final 3 assignments will deal with sections of Business Plan which is due at semesters end.

- BUSINESS PLAN TEMPLATE – Hand out and review.
- MARKETING PLAN (SWOT ANALYSIS) – Hand out and review.
- FINANCIAL FORECAST TEMPLATE – Hand out and Review.

ASSIGNMENTS:

- REVIEW BUSINESS PLAN TEMPLATE

- CHOOSE A BUSINESS TYPE – PRODUCT OR SERVICE. 1 PAGE SUMMARY OF IDEA FOR BUSINESS INCORPORATING TOPICS DISCUSSED IN CLASS.

WEEK 15

IN CLASS ACTIVITIES:

- Submit 1-2 page Summary of Business Idea / Plan.
- Review and discuss Forecasting / Projections sheet
- Review and discuss any other sections of Business Plan, and work in class.

ASSIGNMENTS:

- SUBMIT Financial Forecast / Projection Sheet (Homework).

WEEK 16

IN CLASS ACTIVITIES:

- Financial Forecast / Projections due
- Discuss Marketing Plan / SWOT Analysis section of Business Plan
- Discuss other sections on Business Plan and work in class

ASSIGNMENTS:

- Marketing Plan / SWOT Analysis

WEEK 17

IN CLASS ACTIVITIES:

- Submit SWOT ANALYSIS (homework)

BUSINESS PLAN PRESENTATIONS – ENTIRE CLASS SESSION.