

Basic Course Information

Semester:	Spring 2020	Instructor Name:	Roberto Avila
Course Title & #:	Business 124	Email:	Roberto.Avila@imperial.edu
CRN #:	21472	Webpage (optional):	
Classroom:	Centinela State Prison	Office #:	TBA
Class Dates:	02-18-2020 to 06-012-2020	Office Hours:	TBA
Class Days:	Saturday	Office Phone #:	TBA
Class Times:	8:30 a.m. 11:40 a.m.	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. (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)*

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. Design a basic business budget as a part of the business planning process.
7. Explain the function of accounting.
8. Describe marketing mix and methods of identifying target markets.
9. Explain the role of small business and franchising.
10. Explain the purpose of human resources, activities, and labor relations.
11. Describe the function of insurance.
12. Recognize the impact of government on business.
13. 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

1. Bovee (2017) *Business in Action* (8th edition) Pearson ISBN 978-0-13-412995-2

Course Requirements and Instructional Methods

There will be a total of twenty (20) textbook assignments, eight (8) quizzes, two (2) exams, and one (1) final exam administered during the semester. No makeup exams nor late home work will be available or accepted, unless mitigating circumstances are encountered (e.g. Medical emergency, Modified Schedules or similarly related incidents). If a student is transferred the student must have completed 75% of the assignments in order to continue providing the remaining work and take the final exam. Quizzes and exams are closed book. The final exam will be open book.

Each student will also be assigned to a five (5) person cohort to develop, complete and present a basic business plan.

Course Grading Based on Course Objectives

Assignment	Assignments	Total Number of Questions	Points / Question	Total Points
Textbook Q's	20	100	1	100
Quizzes	8	100	2	200
Exams	2	100	2	200
Final Exam	1	100	3	300
Business Plan	1			100
Presentation	1			100
				1000

Points	Grade
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

- Respect the speaker: We encourage interaction and participation. We however must be respectful of all opinions and contributions. Only one student or the instructor may speak at any one time. Respect the speaker by being attentive. Raise your hand or motion if you wish to speak.
- 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](#).

Online Netiquette

Not Applicable

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

- Not Applicable

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

Date	Discussion - Exams – Activities**	Assignments to be completed by class date**:
February 22, 2020	Introductions Ice Breaker Activities Teams Syllabus Home Work Format (Sample) Business Proposal – Assignment	Video “How the Economy Works”
February 29, 2020	Chapter 1	In Class Textbook Chapter Questions: 1-4, 1-6, 1-8, 1-11, 1-13,1-17
March 7, 2020	Chapter 2 Review Chapter Questions	Have Read Chapters 1 & 2 Textbook Chapter Questions: 2-4, 2-5, 2-8, 2-10, 2-13, 2-16
March 14, 2020	Chapters 3 & 4 Quiz #1 : Chapters 1 & 2	Have Read – Chapters 3 & 4 Textbook Chapter Questions: 3-5, 3-6, 3-7, 3-9, 3-11, 4-4, 4-5, 4-6, 4-9, 4-10,
March 21, 2020	Chapter 5 & 6 Quiz #2 : Chapters 3 & 4	Have Read Chapter 5 & 6 Textbook Chapter Questions 5-4, 5-6, 5-7, 5-9 5-11, 6-4, 6-7, 6-8, 6-9, 6-13,
March 28, 2020	Chapters 7 & 8 Quiz #3 : Chapter 5 & 6	Have Read Chapters 7 & 8 Textbook Chapter Questions 7-5, 7-8, 7-9, 7-11, 7-14 8-4, 8-7, 8-9, 8-11, 8-12,
April 4 , 2020	Chapters 9 & 10 Quiz #4 : Chapters 7 & 8 Business Proposal - Develop	Have Read – Chapters 9 & 10 Textbook Chapter Questions 9-5, 9-6, 9-7, 9-9, 9-10, 10-4, 10-5, 10-6, 10-9, 10-11,

April 11, 2020	Chapters 11 & 12 Exam # 1 : Chapters 1-10 Business Proposal - Develop	Have Read – Chapters 11 & 12 Textbook Chapter Questions: 11-4, 11-6, 11-7, 11-8, 11-10 12-4, 12-6, 12-7, 12-8, 12-11
April 18, 2020	No Class	No Class
April 25, 2020	Chapters 13 & 14 Quiz # 5 : Chapters 11 & 12	Have Read – Chapters 13 & 14 Textbook Chapter Questions 13-4, 13-6, 13-7, 13-8, 13-9 14-4, 14-5, 14-6, 14-7, 14-8
May 2, 2020	Chapters 15 - 16 Quiz # 6 : Chapters 13 & 14 Business Proposal – Develop	Have Read – Chapter 15 - 16 Textbook Chapter Questions 15-4, 15-5, 15-7, 15-8, 15-10 16-4, 16-5, 16-6, 16-8, 16-9
May 9, 2020	Chapter 17 & 18 Quiz # 7 : Chapters 15, 16	Have Read – Chapters 17 & 18 Textbook Chapter Questions 17-4, 17-7, 17-8, 17-10 18-4, 18-6, 18-7, 18-8, 18-10
May 16, 2020	Chapter 19 & 20 Quiz # 8 : Chapters 17 & 18 Business Proposal - Develop	Have Read – Chapters 19 & 20 Textbook Chapter Questions 19-4, 19-7, 19-8, 19-10 20-4, 20-6, 20-8, 20-9
May 23, 2020	Exam # 2 : Chapters 11 – 20 Business Proposals - Develop	Video “How the Economy Works”
May 30, 2020	Business Plan – Presentations	Review Assignments / Grades
June 6, 2020	Final Exam	Grade Exams –Finalize grades Review Assignments / Grades

Tentative, subject to change without prior notice