

### Basic Course Information

Semester:	<b>Spring 2020</b>	Instructor Name:	<b>Guillermo Salgado</b>
Course Title & #:	<b>BUS 124 - Intro to Business</b>	Email:	<b>Guillermo.salgado@imperial.edu</b>
CRN #:	<b>21631</b>	Webpage (optional):	<b>www.imperial.edu</b>
Classroom:	<b>TBA</b>	Office #:	<b>TBA</b>
Class Dates:	<b>February 17 – June 8</b>	Office Hours:	<b>TBA</b>
Class Days:	<b>Monday</b>	Office Phone #:	<b>TBA</b>
Class Times:	<b>04:30-07:40pm</b>	Emergency Contact:	<b>TBA</b>
Units:	<b>3</b>		

### 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)

## 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

Business in Action, 7th Edition. 2015.

ISBN-13: 9780133773897

Courtland L. Bovee, John V. Thill.

## Course Requirements and Instructional Methods

### ***INSTRUCTIONAL METHODOLOGY:***

Audio Visual Presentations – Power Point Lecture

Demonstration

Discussion

Group Activity

Lecture

### ***METHOD OF EVALUATION TO DETERMINE IF OBJECTIVES ARE MET:***

Class Activity

Mid-Term/Final Exam(s)

Oral Assignments

Problem Solving Exercise  
Skill Demonstration  
Written Assignments

### Course Grading Based on Course Objectives

Exams (5).....	500 points (100 per exam)
Business Plan & Presentation (1).....	200 points (50 pts. on presentation, 150 on plan)
Assignments: Learning Objectives (20).....	200 points, 10 pts. Per Chapter Assignment.
Business Plan Idea Assignment (1).....	50 points
Financial Forecast / Projection Sheet Assignment (1)...	25 points
Marketing Plan / SWOT Analysis Assignment (1).....	25 points

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

### 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, only students enrolled in the class may attend; children are not allowed.

## 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.

### **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 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**

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)**

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](mailto: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](mailto:alexis.ayala@imperial.edu).

### **Student Equity Program**

- 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**

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**

*The instructor will provide a tentative, provisional overview of the readings, assignments, tests, and/or other activities for the duration of the course.*

### **SPRING SEMESTER: TOTAL OF 17 WEEKS**

#### **WEEK 1 : Monday, February 17, - No Class**

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#### **WEEK2: Monday, February 24**

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##### **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 3.](#)

#### **WEEK 3: March 2**

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##### **IN CLASS ACTIVITIES:**

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

##### **ASSIGMENTS:**

- Read Chapter 2 & 3
- Learning Objective Questions (5) on Chapter 2 & 3. 20 points in total. [Due at beginning of Week 4.](#)

#### **WEEK 4: March 9**

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##### **IN CLASS ACTIVITIES:**

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

##### **ASSIGMENTS:**

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

#### **WEEK 5: March 16**

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### **EXAM 1 (CHAPTERS 1 – 5)**

#### **IN CLASS ACTIVITIES:**

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

#### **ASSIGNMENTS:**

- Read Chapters 6 & 7
- Learning Objective Questions (5) on Chapters 6 & 7. 20 points in total. [Due at beginning of Week 6](#)

### **WEEK 6: March 23**

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#### **IN CLASS ACTIVITIES:**

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

#### **ASSIGNMENTS:**

- Read Chapters 8 & 9
- Learning Objective Questions (5) on Ch. 8 & 9. 20 points in total. [Due beginning of Week 7 session.](#)
- Prepare for Exam # 2 ( Chapters 6 – 9 )

### **WEEK 7: March 30**

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#### **EXAM #2 (CHAPTERS 6 – 9)**

#### **IN CLASS ACTIVITIES:**

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

#### **ASSIGNMENTS:**

- Read Chapter 10
- Learning Objective Question (5) on Chapter 10. 10 points in total. [Due at beginning of Week 8.](#)

### **WEEK 8: April 6**

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#### **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 Ch. 11 & 12. 20 points in total. [Due Week 10 Class Session.](#)

### **WEEK 9: April 13 No Class (Spring Break)**

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### **WEEK 10: April 20**

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#### IN CLASS ACTIVITIES:

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

#### ASSIGMENTS:

- Read Chapters 13 & 14
- Learning Objective Questions (5) on Chapters 13 & 14. 20 points in total. Due [Week 11 Session](#).
- Review for Exam # 3 (Chapters 10 – 14)

### **WEEK 11: April 27**

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#### EXAM 3 (CHAPTERS 10 – 14)

#### IN CLASS ACTIVITIES:

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

#### ASSIGMENTS:

- Read Chapter 15
- Learning Objective Question (5) on Chapter 15. 10 points in total. Due [Week 12 Session](#).

### **WEEK 12: May 4**

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#### IN CLASS ACTIVITIES:

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

#### ASSIGMENTS:

- Read Chapters 16 & 17.
- Learning Objective Questions (5) on Chapters 16 & 17. 20 points in total. Due [Week 13 Session](#).
- Review for Exam #4 ( Chapter 15 – 17 )

### **WEEK 13: May 11**

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#### 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. 10 points in total. [Due Week 14 Session.](#)

**WEEK 14: May 18**

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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. [Due Week 15 Session.](#)
- Review for Exam #5 (final exam) Chapters 18 – 20.

**WEEK 15: May 25**

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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. [Due Week 16 Session.](#)

**WEEK 16: June 1**

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IN CLASS ACTIVITIES:

- Submit 1-2 page Summary of Business Idea / Plan.
- Discuss Financial Forecast / Projections sheet (section) of Business Plan
- Discuss Marketing Plan / SWOT Analysis section of Business Plan
- Discuss other sections on Business Plan and work in class

ASSIGNMENTS:

- SUBMIT Financial Forecast / Projection Sheet (Homework). [Due Week 17 Session.](#)
- SUBMIT Marketing Plan / SWOT Analysis (Homework). [Due Week 17 Session.](#)

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### **WEEK 17: June 8**

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#### IN CLASS ACTIVITIES:

Discuss SWOT ANALYSIS & FINANCIAL PROJECTIONS section of Business Plan (first half of class session)

-Submit SWOT ANALYSIS (homework)

-Submit Financial Forecast / Projections Sheet (Homework)

BUSINESS PLAN PRESENTATIONS – (remainder of class session)

**\*\*\*Tentative, subject to change without prior notice\*\*\***