

BUS 124
Introduction to Business
Spring 2013

20044

COURSE SYLLABUS
Efrain Silva, Dean of Economic and Workforce Development

COURSE DESCRIPTION: A beginning college course that introduces the U.S. business and industry. Includes the nature and importance of business ownership, organization, management, finance, marketing, government and regulation, pricing and taxes. Class activities include lecture and practical exercises.

COURSE OBJECTIVES:

- Compare American capitalism, socialism, and communism.
- Identify the various factors that affect business.
- Explain the various forms of legal business ownership and formation.
- Design a basic business plan.
- Describe the marketing mix.
- Explain the role of business and franchising.
- Explain the purpose of human resources, activities, and labor relations.
- Recognize the impact of government on business.
- Explain the impact of the Internet on business and on methods of doing business.

STUDENT LEARNING OUTCOMES

Institutional Student Learning Outcomes: Students who complete a degree or certificate at Imperial Valley College will demonstrate competency in these five areas: communication skills, critical thinking skills, personal responsibility, information literacy, and global awareness. In this class, the learning outcomes that will be covered are:

1. Understand the events that facilitated the globalization of the world economies (Global awareness).
2. Compare and contrast different views on corporate social responsibility(Personal Responsibility)
3. Complete a basic business plan (information literacy)

TEXTBOOKS REQUIRED:

The books required for this course are:

1. *Business in Action: Fifth Edition* by Bovee/Thill .
2. *The World is Flat.* Thomas Friedman

GRADING

		Grading Scale	
Quizzes.....	10%	90 –100%	A
Exams.....	60%	80 – 89%	B
Business Plan.....	15%	70 – 79%	C
The World is Flat Reports.....	10%	60 – 69%	D
TWIF Power Point.....	5%	Below 60	F

Quizzes

Short quizzes will be given through the semester to be completed in groups. Students are not dismissed until I review your answers and determined that you have answered the questions satisfactorily.

DROP POLICY

Students must drop themselves from class after the first class meeting.

IMPORTANT DATES

Last day to add classes: January 26 ,2013
Last day to drop with a "W" : April 13, 2013

GENERAL GRADING PHILOSOPHY

The information below explains what grades mean to me.

- A** You have done excellent work, consistently, for all aspects of the class
- B** You have done very good work overall
- C** You have done good work overall
- D** Your work is fair, even good in some respects, but not as strong as is expected to pass on from this level.
- F** You failed to do enough work to pass the class, or the work you did do shows you need to devote more time to pass on from this level.

CHEATING POLICY

Students are expected to uphold the school's standard of conduct relating to academic honesty. Students assume full responsibility for the content and integrity of the academic work they submit. The guiding principle of academic integrity shall be that a student's submitted work, examinations, reports, and projects must be that of the student's own work. You shall be guilty of cheating if you:

1. Submit another student's work as your own.
2. Use or obtain unauthorized assistance in any academic work.
3. Give your work or unauthorized assistance to other students.
4. Misrepresent the content of submitted work

If a student is unclear about whether a particular situation may constitute cheating, the student should email me to discuss the situation.

CONTACTING YOUR INSTRUCTOR

If you have any questions or concerns about the course, please contact me **right away**. Email is the best way to contact me.

E-mail

efrain.silva@imperial.edu

Always Use BUS 124 as the subject line when you send me email.

Office

Room 1708

(760) 355-6217 Secretary (Patty Robles)

(760) 355-6249 (Direct Line)

Office hours by appointment

Mailing Address

Business Division

P. O. Box 158/380 East Aten Road

Imperial, CA 92250

NEED FOR ASSISTANCE: If you have any condition, such as a physical or learning disability, for which you need extra assistance, please provide me with information regarding your special needs as soon as possible so that appropriate accommodations can be made. You should also meet with the Disabled Student Programs & Services support staff and counselors.

I have made every effort to ensure that this course is accessible to all students, including students with disabilities. If you encounter a problem accessing any portion of this course, please contact me immediately.

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SEMESTER SNAPSHOT
(Subject to Change)

Below is an overview of tasks you are required to complete for this course.

Week	Discussion	Assignments
January 14	Read: <ul style="list-style-type: none"> • Course Syllabus • Orientation • Ice Breaker • Chapter 1 	<ul style="list-style-type: none"> • Class Discussion • Quiz
January 21	Holiday	
January 28	<ul style="list-style-type: none"> • Chapters 2 & 3 	<ul style="list-style-type: none"> • Class Discussion • Quiz
February 4	<ul style="list-style-type: none"> • Chapter 4 	<ul style="list-style-type: none"> • Exam 1 (Chapters 1,2, &3)
February 11	<ul style="list-style-type: none"> • Chapters 5 and 6 • Business Plan 	<ul style="list-style-type: none"> • Quiz •
February 18	<ul style="list-style-type: none"> • Holiday 	
February 25	<ul style="list-style-type: none"> • Chapter 7 	<ul style="list-style-type: none"> • Exam 2 (Chapters 4,5&6)
March 4	<ul style="list-style-type: none"> • Business Plan • TWIF Introduction • TWIF 1 and 2 • Chapter 8 	<ul style="list-style-type: none"> • TWIF Intro. Flatteners 1 &2 Presentation • Quiz
March 11	<ul style="list-style-type: none"> • Business Plan • Chapter 10 • TWIF 3 &4 	<ul style="list-style-type: none"> • Business Plan Assignment • TWIF 3 & 4 Presentation • Quiz
March 18	<ul style="list-style-type: none"> • Business Plan • TWIF 5&6 • Chapter 11 	<ul style="list-style-type: none"> • Business plan assignment • TWIF 7 &8 Presentation • Exam 3 (Chapters 7,8, &10)
March 25	<ul style="list-style-type: none"> • Business Plan • Chapter 12 • TWIF 7 & 8 • 	<ul style="list-style-type: none"> • Business Plan Assignment • TWIF 7 & 8 Presentation • Quiz
April 1	Spring Break	

Week	Discussion	Assignments
April 8	<ul style="list-style-type: none"> • Business Plan • 	<ul style="list-style-type: none"> • Business Plan Presentations • TWIF 9 & 10 Presentation • Quiz
April 15	<ul style="list-style-type: none"> • TWIF 9 & 10 • Chapter 13 	<ul style="list-style-type: none"> • TWIF Presentations 9 & 10 • Exam 4 (Chapters 11 & 12)
April 22	<ul style="list-style-type: none"> • Chapters 14 & 15 	<ul style="list-style-type: none"> • Quiz •
April 29	<ul style="list-style-type: none"> • Chapters 16 	<ul style="list-style-type: none"> • Exam 5 (Chapters 14 & 15)
May 6	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Exam 6 (Chapter 16)