

BUS 124
Introduction to Business
Fall 2013

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 purpose of securities markets
- Describe the marketing mix.
- Explain the purpose of money and banking
- Explain the function of accounting
- Explain the role of small 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. 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)

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	50%	80 – 89%	B
Business Plan	10%	70 – 79%	C
The World is Flat Reports	10%	60 – 69%	D
TWIF Power Point.....	5%	Below 60	F
Final Exam	15%		

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: August 31 ,2013

Last day to drop without a W of fees: September 2, 2013

Last day to drop with a "W" : November 9, 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.

BUS 124
Spring 2013
SEMESTER SNAPSHOT
(Subject to Change)

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

Week	Discussion	Assignments
August 19	Read: <ul style="list-style-type: none"> • Course Syllabus • Introduction • Ice Breaker • Chapter 1 	<ul style="list-style-type: none"> • Class Discussion • Quiz
August 26	<ul style="list-style-type: none"> • Chapters 1 & 3 	<ul style="list-style-type: none"> • Read chapters 2 & 3 • Class Discussion • Quiz
September 2	Holiday	
September 9	<ul style="list-style-type: none"> • Chapter 4 • TWIF 1 	<ul style="list-style-type: none"> • Read chapter 4 • Exam 1 (Chapters 1,2, &3 • TWIF 1)
September 16	<ul style="list-style-type: none"> • Chapters 5 and 6 • TWIF 2 	<ul style="list-style-type: none"> • Read chapters 5 &6 • Quiz • TWIF 2
September 23	<ul style="list-style-type: none"> • Chapter 7 • TWIF 3 	<ul style="list-style-type: none"> • Exam 2 (Chapters 4,5&6) • TWIF 3
September 30	<ul style="list-style-type: none"> • Business Plan • TWIF 4 • Chapter 8 	<ul style="list-style-type: none"> • TWIF 4 • Quiz
October 7	<ul style="list-style-type: none"> • Business Plan • Chapter 10 • TWIF 5 	<ul style="list-style-type: none"> • Business Plan Assignment • TWIF 5 • Quiz
October 14	<ul style="list-style-type: none"> • Business Plan • TWIF 6 • Chapter 11 	<ul style="list-style-type: none"> • Business plan assignment • TWIF 6 Presentation • Exam 3 (Chapters 7,8, &10)
October 21	<ul style="list-style-type: none"> • Business Plan • Chapter 12 • TWIF 7 • 	<ul style="list-style-type: none"> • Business Plan Assignment • TWIF 7 Presentation • Quiz

Week	Discussion	Assignments		
October 29	<ul style="list-style-type: none"> • Business Plan • 	<ul style="list-style-type: none"> • Business Plan Presentations 		
November 4	<ul style="list-style-type: none"> • TWIF 8 • Chapter 13 	<ul style="list-style-type: none"> • TWIF Presentations 8 • Exam 4 (Chapters 11 & 12) 	•	
November 11	<ul style="list-style-type: none"> • Holiday 	<ul style="list-style-type: none"> • 	•	
November 18	<ul style="list-style-type: none"> • Chapters 14 & 15 	<ul style="list-style-type: none"> • Quiz • 		
November 25	<ul style="list-style-type: none"> • Final Review 	<ul style="list-style-type: none"> • Exam 5 (Chapters 14 & 15) 		
December 5	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • Final Exam 		

