

## Basic Course Information

|                   |                                    |                     |                                       |
|-------------------|------------------------------------|---------------------|---------------------------------------|
| Semester:         | <b>Fall 2017</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>11279</b>                       | Webpage (optional): | <b>www.imperial.edu</b>               |
| Classroom:        | <b>Yard A</b>                      | Office #:           | <b>TBA</b>                            |
| Class Dates:      | <b>August 14 – December 4</b>      | Office Hours:       | <b>TBA</b>                            |
| Class Days:       | <b>Monday</b>                      | Office Phone #:     | <b>TBA</b>                            |
| Class Times:      | <b>12:30 – 3:40</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)

\*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 Requirements and Instructional Methods**

##### **ASSIGNMENTS –**

##### **Reading & Writing:**

Research the impact of the Internet on business and on methods of doing business and the comparison of e-business and e-commerce and submit a report of your findings using college level writing skills. Work with a team to develop a presentation that explains the basic concepts of stock research activities and be prepared to answer questions.

##### **Out of Class:**

Write book report on globalization of the world's economies (i.e. The World is Flat) identifying the major business and political forces nurturing economic globalization. Write three short essays on the concepts of ethics and corporate responsibility.

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

Audio Visual, Demonstration, Discussion, Group Activity, Individual Assistance, Lab Activity, Lecture.

Two (2) hours of independent work done out of class per each hour of lecture or class work, or 3 hours lab, practicum, or the equivalent per unit is expected

### Course Grading Based on Course Objectives

|   |  |
|---|--|
| Exams (7).....                              | 700 points   |
| Business Plan (1) .....                     | 100 points, submittal of plan.                               |
| Presentation & Participation.....           | 100 points, presentation of Business Plan, and Participation |
| Assignments: Learning Objectives / CH (10): | 100 points   |
| <hr/>                                       |  |
| TOTAL POSSIBLE POINTS                       | 1,000 points   |

|                 |   |
|-----------------|---|
| 900-1000.....   | A |
| 800 - 899.....  | B |
| 700 -799.....   | C |
| 600 -699 .....  | D |
| Below 600 ..... | F |

17 weeks in the Fall Semester. Week #4 (September 4) will be Memorial Day.

### 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.

### Additional Student Services

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)**

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

**[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.]*

FALL SEMESTER: TOTAL OF 17 WEEKS, BUS 124 MEETING 15 WEEKS (No Class Highlighted in Yellow).

### **WEEK 1 : Monday, August 14<sup>th</sup>**

#### IN CLASS ACTIVITIES:

- Introductions & Syllabus Review
- How to Start a Business in California / Power point Presentation and Handouts.
- Introduction to a Business Plan (Templates to utilize throughout the course).
- Power point Presentation / Handout of Chapter 1.
- If time allows, review Learning Objective 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.
- Complete a 1 page Business Plan. Bring to class on Week 2 to share.

### **WEEK 2: Monday, August 21<sup>st</sup>**

#### IN CLASS ACTIVITIES:

- Review Chapter 1 & Collect Learning Outcome Assignment.
- Collect 1 Page Business Plan, and have student give a 30 second elevator pitch to class.
- Powerpoint Presentation / Handout of Chapter 2: Understanding Basic Economics
- Powerpoint Presentation / Handout of Chapter 3: The Global Marketplace

#### ASSIGNMENTS:

- Read / Review Chapter 2 &3, in preparation for EXAM 1 ( Testing on CH 1, 2, 3 )
- Practice Take Home Exam (Chapter 1, 2 , 3) For studying purposes only.
- Learning Objectives Questions (5), on Chapter 2 & 3. 10 points in total Due at beginning of Week 3.

### **WEEK 3: Monday , August 28<sup>th</sup>**

#### IN CLASS ACTIVITIES:

- Class Review for EXAM 1 (CH 1-3).
- EXAM 1 (100 POINTS)
- Power point presentation / handout of Chapter 4

- Power Point presentation / handout of Chapter 5.
- Video on Business Ethics & Social Responsibility

**ASSIGNMENTS:**

- Read / Review Chapter 4 &5
- Learning Objective Questions (5), on Chapters 4 & 5. 10 points in total. Due next class session.
- Review 1 Page Business Plan, and attempt to include what type of business you will choose to operate as. Also, what ethical measures will you take to ensure your business is operating in a socially responsible manner? Bring to class to discuss.
- 

**\*WEEK 4: Monday, September 4 / No Class. Labor Day**

**WEEK 5: Monday, September 11**

---

**IN CLASS ACTIVITIES:**

- RECAP Review on CH 4 & 5
- Power Point Presentation on CH 6 & 7
- Exam 2 (CH 4, 5, & 6)
- Business Plan Review & Update: Apply the concepts you learn on Chapter 6 to enhance your Plan
- Business Plan Sharing: Partner with someone in the class and share your idea / plan. Decide whether you want to become partners for the Final Presentation. Share decision and reasons behind decision with Instructor.

**ASSIGNMENTS:**

- Read / Review Chapter 6 & 7
- Learning Objective Questions (5), on Chapters 6 & 7. 10 points in total. Due next class session.
- Business Plan: Apply what is learned in Chapter 7, and assign roles (a hierarchy of leadership and staff), to ensure your business begins operation and plans to expand with the ideal leadership roles applied to business plan. Be as thorough as you would like, on the daily duties and responsibilities of positions. Submit this to Instructor at the beginning of Week 6.

**WEEK 6: Monday, September 18**

---

**IN CLASS ACTIVITIES:**

- RECAP Review on CH 6 & 7
- Business Plan Update Review with class & Instructor (Team / Management Roles)
- Power Point Presentation on CH 8 & 9
- Video on Organization & Teamwork – Amazon / Facebook
- Video on Supply Chain Management – Ford / In N Out .

**ASSIGNMENTS:**

- Practice Exam #3 (CH 6 – 9)
- Learning Objective Questions (5), on Chapters 8 & 9. 10 points in total. Due next class session.
- Business Plan Update: Apply what you have learned to your plan (Chapter 9).

### **WEEK 7: Monday, September 25**

---

#### IN CLASS ACTIVITIES:

- EXAM #3: CH 6 – 9.
- Business Plan Updates Due (submit any thing you may have related to your business plan)  
Time will be given to share your plan with classmates and ask for feedback.
- Power Point Presentation: CH 10 & 11.
- CH 10 – Behind the Scenes Case – Deloitte Company. Motivation. Answer questions (groups of 2).

Answer the Critical Thinking Questions in your Group.

- CH 11 – Behind the Scenes Case – Starbucks Company. Employee Development (groups of 2).

Answer the Critical Thinking Questions in your Group.

- Video: On Team Motivation and Development : Starbucks ( if time allows )

#### ASSIGNMENTS:

- Learning Objective Questions (5), on Chapters 10, 11. 10 points in total. Due next class session.
- Read & Review Chapter 10, 11, & 12.
- Practice Exam, CH 10-12. For studying / preparing for exam. This is not due.
- Business Plan Updates: Apply the concepts you have learned on how to Motivate Employees and offer on going support and Development. Your work can be discussed at the beginning of class.

-

### **WEEK 8: Monday, October 2**

---

#### IN CLASS ACTIVITIES:

- EXAM #4, CH 10-12.
- Business Plan Update Exercise: Partner with another class mate and review Business Plan, and updates related to how your business will offer Development and Motivation to Team.
- Power Point Presentation CH 13-14.
- VIDEO, on Marketing. T Mobil / Verizon.
- Behind the Scenes (BTS) Case, Exercise (Ch 13): Partner with someone and read BTS Case. Answer Q's.
- Behind the Scenes (BTS) Case, Exercise (Ch 14): Partner with someone and Read BTS Case. Answer Q's.

#### ASSIGNMENTS:

Read & Review CH 13-14.

Learning Objective Questions (5), on CH 13-14. 10 points in total. Due next class session

BUSINESS PLAN: Complete all Marketing related sections. Use terms and concepts learned in CH 13-14.

Take Home Exam: Chapter 13-14. Not graded, yet will assist in the preparation for EXAM #5.

### **WEEK 9: Monday, October 9**

---

#### ACTIVITIES:

- Power Point on CH 15
- In Class review of CH 13-15
- EXAM #5 (CH13-15)

- Business Plan Update Exercise: Partner with another class mate and review Business Plan, and updates related to how your business has implemented Product & Pricing Strategies, Marketing Strategies, and a Distribution / Logistics Plan (concepts from CH 13-15). Assist one another with questions and concerns.
- Behind the Scenes Case: COSTCO. Partner with 3 class mates. Submit at end of class for participation points.
- VIDEO: Story of Costco and it's Supply Chain.

ASSIGNMENTS:

- Read Chapter 16, Consumer Communication
- Learning Objective Questions (5), on CH 16. 10 points in total. Due next class session.
- Behind the Scenes (BTS) Case: SEA WORLD. Read and answer questions. Due next class session.
- Business Plan Update. Apply what you learned in your reading of CH 16 to your Business Plan.

**WEEK 10: Monday, October 16**

---

ACTIVITIES:

- Power Point Presentation for CH 16.
- Review Learning Objectives & BTS Assignment with class for CH 16.
- Break up in groups of 5 and discuss your Business Plan, highlighting your Communication Strategy.
- Power Point Presentation & Handout for CH 17.
- CH 17 Behind the Scenes Case, GOOGLE. Financial Information. Critical Thinking Question (groups of 2)
- Video Clip on ENRON

ASSIGNMENTS:

- Learning Objective Questions (5) on CH 17. Due next class session
- Read Chapter 18 & Complete Learning Objective Questions (5) Will review during next class session.
- Business Plan Update: Update your Business Plan in the areas of how you will finance your business, and how you can leverage the financial concepts learned in Chapter 18 for your advantage. Discuss next class.

**WEEK 11: Monday, October 23**

---

ACTIVITIES

- Power Point Presentation & Handout for CH 18
- Business Plan Update: Partner with a class mate and discuss your business plan (particularly portion related to finance, CH 18).
- Behind the Scenes (BTS) Case – VISA. Partner with 2 others and answer all 3 questions.
- Power Point Presentation & Handout for Chapter 19

ASSIGNMENTS:

- Read CH 19-20
- Practice Exam #6 (CH 16-20)
- Complete Behind the Scenes Case (BTS) & Questions for CH 20 – JP MORGAN CHASE. Submit next week.

**WEEK 12: Monday, October 30**

---

ACTIVITIES

- Power Point Presentation on CH 20
- Class Review on CH 16-20
- EXAM #6 (CH 16-20)

- Video on Steve Jobs – Apple & other influential figures in today's Business World.

#### ASSIGNMENT

- Choose a Business and apply principles you have learned in a Chapter of your choice.  
It is recommended to apply as many concepts and terms within that particular Chapter to the Business.

#### **WEEK 13: Monday, November 6**

---

FINAL REVIEW / STUDY GUIDE (CH 1-20)

#### **WEEK 14: Monday, November 13**

---

FINAL EXAM, CUMULATIVE. (CH 1-20)

#### **\*WEEK 15: Monday, November 20 / No Class. Veterans Day**

#### **WEEK 16: Monday, November 27**

---

**Take class session to complete business plan.**

- Review Course Syllabus and Topics of each Chapter that assist with completion of Business Plan, and additional information provided to class by Instructor.
- ELEVATOR PITCH EXERSIZE
- VIDEO: SHARK TANK episode (TV Show on ABC)
- Presentations of Business Plan to begin today ( 5 to 10 minute presentations ).

#### **WEEK 17: Monday, December 4. Final Day of Semester.**

---

Business Plan Presentations Continued. (5-10 minute presentation).