



Division: Business

Course name: Business 001 – Introduction to Business

Section: 8036 / Semester Summer 2015

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Online

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Welcome

Dear Students, WELCOME to OUR Online Summer 2015 Introduction to Business Course. I hope you had a FANTASTIC Spring semester, are feeling energized, motivated and awesome (as you all are), because you deserve it. We will have a GREAT time this Summer. The main goal is for you to discover the many facets of the business world, understand what those mean, and learn by doing. The skills you learn here will help you succeed both in and out of class. I believe learning is fun, and by helping one another, we move forward faster and stronger. I believe in each one of you. Be the change you want in your life. I am here for you. Remind this city, and yourself, everyday, why you are here. ☺ Cheers, Gus.

Course Description

This course is a survey of the fundamental aspects of all phases of business including entrepreneurship alternatives, management/leadership, marketing, financial management and institutions, investing through the securities market, and challenges facing global markets.

Required Texts

Foundations of Business 4e, 2015. PRIDE, HUGHES AND KAPPOR. Cengage Learning.

Recommended Materials

- A. PORTER, Michael, *Strategy and the Internet*, Harvard Business Review, March 2001. (<http://eatonprogram.org/wp-content/uploads/2013/01/Strategy-and-the-Internet.pdf>)
- B. Doing Business Reports – Measuring Business Regulations. Sponsored by The World Bank and the International Finance Corporation. (<http://www.doingbusiness.org/reports>)
- C. ROOT, Franklin R., *Entry Strategies for International Markets*, Jossey-Bass, 2nd. Edition, 1998. (http://www.amazon.com/Entry-Strategies-International-Markets-Franklin/dp/0787945714/ref=sr_1_1?s=books&)
- D. BENNETT, Roger, *International Marketing: Strategy Planning, Market Entry & Implementation*, Kogan-Page, 2002. (http://www.amazon.com/International-Marketing-Strategy-Planning-Implementation/dp/0749438088/ref=sr_1_1?s=books&ie=UTF8&qid=1324017237&sr=1-1)
- E. SCHNAARS, Steven P., *Marketing Strategy*, Free-Press, 1997. (http://www.amazon.com/gp/product/0684831910/ref=oh_o05_s00_i00_details)
- F. CZINKOTA, Michael, *International Marketing*, Thomson/South-Western College Pub, 8th Edition, 2006. (http://www.amazon.com/gp/product/0324317026/ref=oh_o06_s00_i00_details)
- G. CATEORA, Philip, *International Marketing* 14th Edition, UB, 2009. (http://www.amazon.com/gp/product/B004V5X27I/ref=oh_o01_s00_i00_details)
- H. GOOGLE, ZMOT – Zero Moment of Truth: <http://www.zeromomentoftruth.com/google-zmot.pdf>
- I. A Basic Guide to Exporting, US Gov, 2008 Edition: <http://www.unzco.com/basicguide/>
- J. Strategic Planning for Exporters: https://docs.google.com/viewer?url=http%3A%2F%2Fwww.exportvirginia.org%2Fmap_links%2Fdocuments%2FAIM_Jan_09%2FStrategic%2520Planning%2520for%2520Export.doc
- K. Doing Business Internationally: http://www.exportvirginia.org/fast_facts.html
- L. Marketing Entry Plan for Tesco in Switzerland <http://www.towers.fr/essays/Marketing%20entry%20plan%20for%20Tesco%20in%20Switzerland.pdf>

Recommended Videos

- Stanford Seminar – Dave McClure of 500 Startups <https://www.youtube.com/watch?v=MXuwRICnMW0>
- *Localization at Startups* <https://www.youtube.com/watch?v=GeOI-1U6Lp4&feature=youtu.be>
- BRITO, Carlos, *View From the Top*, Presentation @ Stanford University with the CEO of Anheuser-Busch, November 4, 2010. (<http://www.youtube.com/watch?v=OSnWnqq23JU>)
- GHOSN, Carlos, *Look Ahead, Don't Stand Still*, Presentation @ Stanford Graduate School of Business with the CEO of Nissan/Renault, February 4, 2010. (<http://www.youtube.com/watch?v=yChtop17sd8>)
- Globalization & The Coca-Cola Company
http://www.youtube.com/watch?v=x9PcuZSUxnk&list=PL00D90FCC90BF89A5&index=18&feature=plpp_video
- Google's Global vs Local Dilemma
http://www.youtube.com/watch?v=khgWS4Uy9LU&list=PL00D90FCC90BF89A5&index=19&feature=plpp_video
- AirPod http://www.youtube.com/watch?v=0RB11LFUQ4c&list=PL00D90FCC90BF89A5&index=25&feature=plpp_video
- Air Powered Vehicle
http://www.youtube.com/watch?v=NBeky4EuyBc&list=PL00D90FCC90BF89A5&index=26&feature=plpp_video
- Richard Branson's Advice for Entrepreneurs
http://www.youtube.com/watch?v=VH35Iz9veM0&list=PL00D90FCC90BF89A5&index=1&feature=plpp_video
- Marketing Strategy with Philip Kotler
http://www.youtube.com/watch?v=biOOPuAvTY&list=PL00D90FCC90BF89A5&index=13&feature=plpp_video
- McDonalds Global and Local Strategy
http://www.youtube.com/watch?v=v6coDUDCJ10&list=PL00D90FCC90BF89A5&index=16&feature=plpp_video
- Starbucks International Corporate Video
http://www.youtube.com/watch?v=8Tqt2XAtLF0&list=PL00D90FCC90BF89A5&index=17&feature=plpp_video

Recommended Online Magazines and Websites

- a. For daily inspiration on innovative trends read '**be Bold**' at <http://flip.it/zD4rY>
- b. For making sense of/exploring/having fun with numbers read '**Numbers**' at <http://flip.it/NNnji>
- c. Business plans from the top biz schools: <http://www.businessplans.org/businessplans.html>
- d. Creative resumes: <http://www.hongkiat.com/blog/beautiful-resume-design/>

Course Objectives

Upon successful completion of this course, students will be able to . . .

- A. Provide a fundamental understanding of the private enterprise system in the United States and the role of business firms in that system as well as globally.
- B. Provide a fundamental understanding of how the various forms of business (sole-proprietor, partnerships, small business, corporations) are organized and managed.
- C. Discuss and place emphasis on the opportunities and challenges (domestic and international) business organizations are confronted with.
- D. Review various financial and banking institutions and how the systems affect businesses and the economy in the domestic and international markets.

Course Student Learning Outcomes (Course SLOs)

1. Produce a business report.
2. Analyze a business situation, and recommend a plan for improvement.
3. Apply legal/ethical principles in business decision-making.

Program Student Learning Outcomes (Program SLOs)

- A. Analyze financial operations of a typical business.
- B. Adopt a variety of practices that adhere to a company's culture of moral business principals. (Maintain trust, confidentiality and business integrity in the workplace)
- C. Maneuver in the operational workflow of an organization through effective use of time management and utilization of appropriate resources.
- D. Investigate and assess the business model and industry position of an organization, including articulation of its mission statement, marketing strategy and implementation approach.

- E. Use current and emerging technologies to create, document, analyze and manipulate data that supports management of business operations.
- F. Comply with anti-trust laws and regulatory statutes to understand and maintain one's ethical and professional practices.

Institutional Learning Outcomes

- A. Critical Thinking: Analyze problems by differentiating fact from opinions, using evidence, and using sound reasoning to specify multiple solutions and their consequences.
- B. Communication: Effectively communicate thought in a clear, well-organized manner to persuade, inform, and convey ideas in academic work, family and community settings.
- F. Technical Competence: Utilize the appropriate technology effectively for informational, academic, personal, and professional needs.
- H. Ethics: Practice and demonstrate standards of personal and professional integrity, honesty and fairness; and, apply ethical principles in submission of all college work.

Course Requirements and assignment guidelines

Exercises and Quizzes

Exercises and quizzes will be given regularly to ensure that you are keeping up with the readings.

Essays (Cases)

Essays provide you the opportunity to practice and demonstrate skills learned in class.

Projects:

- Business Plan, and
- Business Report

Late Assignments

Late assignments will be reduced by one letter grade every week.

Grading

Assignment Category	# of Assign.	Points Per Assignment	Total Points	% of Total Grade
Quizzes	16	15	240	24%
Cases-Essays	16	10	160	16%
Exercises	16	10	160	16%
Business Report	1	180	180	18%
Business Plan	1	260	260	26%
Grand Total	34	-	1000	100%
900 - 1000 = A	800 - 899 = B	700 - 799 = C	600 - 699 = D	599 and below = F

Incomplete: If you want to request an "I" (Incomplete), let me know as soon as possible, so that we can discuss the terms for completion.

Grades: Your lowest score for the business cases, the exercises, and the quizzes won't affect your grades.

I will post multiple-choice exercises for each chapter, where you will have up to 10 chances to get it right. After those, you will be given a short quiz, where you will have only one chance.

Class Policies

Attendance

Because this is an online course, attendance is the equivalent of not visiting the etudes site. I will take every 2 days without visiting the etudes site as one absence.

Walking In and Out of 'Class'

Online the principle is the same. Behave, always, in the most respectful way. Treat all with the utmost respect. And, when commenting on each other's works, focus always on the positive, refraining from any negative comments. Even if the answer was wrong, offensive, and the student has left it blank. Even in those cases, don't say anything negative, focus on the rubric.

Preparedness

Work hard, deliver the assignments by the deadline, and you will be up for 100% of the points available. **Missing a deadline will reduce the total points for each assignment by 5% per day.**

Cell Phones, iPods, etc.

Use all technology you can all the time to help you succeed.

Contacting Me

E-mail is the best and quickest way to contact me. If you have a problem, do not let it snowball. Contact me immediately. Students are expected to ask questions and obtain help from instructor via email and/or during office hours. **You can also text me if it is an emergency. In such case, please remember to write your name and the course section you are taking. My mobile is 818.914.8499.**

Refer to the course website/blog for more information on UMOJA policies.

College Policies

Academic Integrity (Plagiarism)

In accordance with code 9803.28, academic dishonesty is prohibited. Violations of academic integrity include, but are not limited to, the following actions: cheating on an exam, plagiarism, working together on an assignment, paper or project when the instructor has specifically stated students should not do so, submitting the same term paper to more than one instructor, or allowing another individual to assume one's identity for the purpose of enhancing one's grade. Academic dishonesty of any type, such as cheating or knowingly furnishing false information, by a student provides grounds for disciplinary action by the instructor or college. In written work, no material may be copied from another without proper quotation marks, footnotes, or appropriate documentation.

- Plagiarism will result in a zero for the assignment, possible dismissal from the class and disciplinary action from the college. You will not receive credit for any essay missing previous drafts, citations and/or a Works Cited page.

Student Conduct

According to code 9803.15, disruption of classes or college activities is prohibited. Refer to the catalog and the Standards of Student Conduct in the Schedule of Classes for more information.

Recording Devices

State law in California prohibits the use of any electronic listening or recording device in a classroom without prior consent of the instructor and college administration. Any student who needs to use electronic aids must secure the consent of the instructor. If the instructor agrees to the request, a notice of consent must be forwarded to the Vice President of Academic Affairs for approval (WLAC College Catalog). **Since this is an online course, you are NOT to record the instructor's videos, nor saving it or downloading without written authorization from this instructor.**

Campus Resources

As stated earlier in this syllabus, **if you are having problems, don't let them snowball.** Come and talk with me and check out some of the campus resources available to you.

Office of Disabled Student Programs and Services (DSP&S)

Heldman Learning Resources Center (HLRC), Room 119 | (310) 287-4450.

West Los Angeles College recognizes and welcomes its responsibility to provide an equal educational opportunity to all disabled individuals. The Office of Disabled Students Programs and Services (DSP&S) has been established to provide support services for all verified disabled students pursuing a college education. DSP&S students may qualify for: priority registration, registration assistance, special parking permits, sign language interpreters and assistive technology (WLAC College Catalog).

Instructional Support (Tutoring) & Learning Skills Center

Heldman Learning Resources Center (HLRC) | (310) 287-4486

Improve your reading, language, vocabulary, spelling, math fundamentals and chemistry knowledge with convenient, self-paced computer-aided courses in the Learning Skills Center. Increase your knowledge and learning success: sign up for tutoring in various college subjects (WLAC College Catalog).

Library Services

Heldman Learning Resources Center (HLRC) | (310) 287-4269 & (310) 287-4486

The WLAC Library provides instruction on how to use the online catalog, periodical and research databases. In addition to a large collection of books, periodicals and videos the WLAC Library has course textbooks which students may use while in the Library. Web access is available in LIRL as well as meeting rooms. The upper floors provide a beautiful view ideal for study (WLAC College Catalog).

NOTE: This syllabus and class schedule is subject to change if circumstances warrant it (e.g. student performance, etc.). Expect revisions and divergences.

Week	Content Covered
1 06/15 – 06/21	Chapter 1 EXPLORING THE WORLD OF BUSINESS AND ECONOMICS (KlipTech Case pg 30 AND Social Media Exercise pg 31) Chapter 2 BEING ETHICAL AND SOCIALLY RESPONSIBLE (PortionPac Case pg 62 AND Social Media Exercise pg 63) Chapter 3 EXPLORING GLOBAL BUSINESS (Running a Business pg 95 AND Social Media Exercise pg 94)
2 06/22 – 06/28	Chapter 4 CHOOSING A FORM OF BUSINESS OWNERSHIP (AT&T Case pg 125 AND Social Media Exercise pg 125) Chapter 5 SMALL BUSINESS, ENTREPRENEURSHIP AND FRANCHISES (From Two Men and a Truck Case on pg 153 AND Social Media Exercise on pg 154) Chapter 6 UNDERSTANDING THE MANAGEMENT PROCESS (LLBean Case pg 179 AND Social Media Exercise on pg 180)
3 06/29 – 07/05	Chapter 7 CREATING A FLEXIBLE ORGANIZATION (Zappos Case pg 203 AND Social Media Exercise on pg 204) Chapter 8 PRODUCING QUALITY GOODS AND SERVICES (Chobani Case pg 232 AND Social Media Exercise on pg 233) Chapter 9 ATTRACTING AND RETAINING THE BEST EMPLOYEES (The Container Store Case pg 263 AND Social Media Exercise on pg 264)
4 07/12 – 07/18	Chapter 10 MOTIVATING AND SATISFYING EMPLOYEES AND TEAMS (Fruit Guys Case pg 291 AND Social Media Exercise pg 292) Chapter 11 BUILDING CUSTOMER RELATIONSHIPS THROUGH EFFECTIVE MARKETING (Raleigh Wheels Case pg 320 AND Social Media Exercise pg 320) Chapter 12 CREATING AND PRICING PRODUCTS THAT SATISFY CUSTOMERS (Artistic Roots Case pg 353 AND Social Media Exercise pg 353)
5 07/19 – 07/26	Chapter 13 DISTRIBUTING AND PROMOTING PRODUCTS (LLBean Case pg 387 AND Social Media Exercise pg 388) Chapter 14 EXPLORING SOCIAL MEDIA AND E-BUSINESS (Luke's Lobster Case pg 423 AND Social Media Exercise pg 424) Chapter 15 USING MANAGEMENT AND ACCOUNTING INFORMATION (Making the Numbers Case pg 457 AND Using Social Media pg 458) Chapter 16 MASTERING FINANCIAL MANAGEMENT (Financial Planning Case pg 489 AND Social Media Exercise pg 490)

**You will be evaluated based on your performance,
and on the quality of your work evaluating the work of others.**

THIS ACKNOWLEDGEMENT WILL BE POSTED AS A DISCUSSION ASSIGNMENT, AND ALL OF YOU MUST REPLY TO IT, AFTER READING IT, STATING 'I (ADD YOUR NAME THEN PASTE THE REST OF THE TEXT BELOW).

Student Acknowledgment

(Please return this sheet to the instructor)

"I _____, have completely read this syllabus and understand and agree to the course requirements."

Please indicate below, any special needs or circumstances that may have some impact on your work in this class, and for which you may require special accommodations, including but not limited to physical or mental disabilities, inability to arrive in class on time or need to leave class early, observance of religious holidays, etc.

Special needs or circumstances:

Culver City, ____/____/ 2015

Student Signature