



Division: Business

Course name: Business 001 – Introduction to Business

Section: 442 / Semester Fall 2015

August 31, 2015 – December 20, 2015

Instructor Name: Gustavo Demoner

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IMPORTANT: OUR COURSE IS FUN, AND REQUIRES A LOT OF WORK.

Welcome

Dear Students, WELCOME to OUR Fall 2015 Introduction to Business Course. I hope you had a FANTASTIC Summer, are feeling energized, motivated and awesome (as you all are), because you deserve it. We will have a GREAT time. 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=GeO1-IU6Lp4&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 news on Latin America read '**Flipboard Latin America**' at <https://flipboard.com/@demoner/flipboard-latin-america-eoq4131gy>
- c. For making sense of/exploring/having fun with numbers read '**Flipboard Numbers**' at <https://flipboard.com/@demoner/flipboard-numbers-sk9u5t02y>
- d. For legal news read '**Flipboard Law**' at <https://flipboard.com/@demoner/flipboard-law-4i1nm7g0y>
- e. For improving Startup vocabulary read '**Startup English**' at <https://flipboard.com/@demoner/startup-english-sv50r8uly>
- f. Business plans from the top biz schools: <http://www.businessplans.org/businessplans.html>
- g. 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

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	
Self-Introduction	1	10	10	
Quizzes + Exams + Exercises	32	15	780	
Essays	16	100	1600	
Business Report	1	310	310	
Business Plan	1	600	600	
Grand Total	34	-	3000	
900 - 1000 = A	800 - 899 = B	700 - 799 = C	600 - 699 = D	599 and below = F

Class Policies

Attendance

Because class discussions and group work are an integral part of this course, attendance is mandatory. Up to 3 absences are allowed. After that, you could be dropped. Students are expected to attend every class meeting, to arrive on time and stay throughout the class period. Excessive absenteeism will lower your grade, as well as walking in and out of class. 3 tardies = 1 absence. Students may be dropped from class for excessive tardiness, or for failure to attend class the first day or during the entire first week of the class.

Walking In and Out of Class

When you arrive to class, make sure you have used the restroom, had a chance to eat, check your messages, etc. Walking in and out is rude and disruptive. If you need to leave early, or have some other problem, you need to notify me in advance. Any student who makes a habit of walking in and out of class may be asked to leave.

Preparedness

You are expected to arrive on time. You will come to each class session prepared. You will have your books, binder, pens/pencils, any work that is due, and you will be prepared to discuss all readings/assignments.

Cell Phones, iPods, etc.

Turn them off and put them away when class begins!

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. Use the private message on etudes to contact me online. In case of an academic work only emergency, you can also text me at 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).

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).

Business 001/Section 442 – Tu/Th 8am-9:25am – Introduction to Business Class Schedule – FALL 2015

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
<p>1, 2 and 3 08/31 – 09/06 09/07 – 09/13 09/14 – 09/20</p>	<p>Week 1 - Chapter 1 EXPLORING THE WORLD OF BUSINESS AND ECONOMICS (KlipTech Case pg 30 AND Social Media Exercise pg 31) Week 2 - Chapter 2 BEING ETHICAL AND SOCIALLY RESPONSIBLE (PortionPac Case pg 62 AND Social Media Exercise pg 63) Week 3 - Chapter 3 EXPLORING GLOBAL BUSINESS (Running a Business pg 95 AND Social Media Exercise pg 94) EXAM 1</p>
<p>4, 5 and 6 09/21 – 09/27 09/28 – 10/04 10/05 – 10/11</p>	<p>Week 4 - Chapter 4 CHOOSING A FORM OF BUSINESS OWNERSHIP (AT&T Case pg 125 AND Social Media Exercise pg 125) Week 5 - Chapter 5 SMALL BUSINESS, ENTREPRENEURSHIP AND FRANCHISES (From Two Men and a Truck Case on pg 153 AND Social Media Exercise on pg 154) Week 6 - Chapter 6 UNDERSTANDING THE MANAGEMENT PROCESS (LLBean Case pg 179 AND Social Media Exercise on pg 180) EXAM 2</p>
<p>7, 8 and 9 10/12 – 10/18 10/19 – 10/25 10/26 – 11/01</p>	<p>Week 7 - Chapter 7 CREATING A FLEXIBLE ORGANIZATION (Zappos Case pg 203 AND Social Media Exercise on pg 204) Week 8 - Chapter 8 PRODUCING QUALITY GOODS AND SERVICES (Chobani Case pg 232 AND Social Media Exercise on pg 233) Week 9 - Chapter 9 ATTRACTING AND RETAINING THE BEST EMPLOYEES (The Container Store Case pg 263 AND Social Media Exercise on pg 264) EXAM 3</p>
<p>10, 11 and 12 11/02 – 11/08 11/09 – 11/15 11/16 – 11/22</p>	<p>Week 10 - Chapter 10 MOTIVATING AND SATISFYING EMPLOYEES AND TEAMS (Fruit Guys Case pg 291 AND Social Media Exercise pg 292) Week 11 - Chapter 11 BUILDING CUSTOMER RELATIONSHIPS THROUGH EFFECTIVE MARKETING (Raleigh Wheels Case pg 320 AND Social Media Exercise pg 320) Week 12 - Chapter 12 CREATING AND PRICING PRODUCTS THAT SATISFY CUSTOMERS (Artistic Roots Case pg 353 AND Social Media Exercise pg 353)</p>
<p>13, 14 and 15 11/23 – 11/29 11/30 – 12/06 12/07 – 12/13</p>	<p>Week 13 - Chapter 13 DISTRIBUTING AND PROMOTING PRODUCTS (LLBean Case pg 387 AND Social Media Exercise pg 388) Week 14 - Chapter 14 EXPLORING SOCIAL MEDIA AND E-BUSINESS (Luke's Lobster Case pg 423 AND Social Media Exercise pg 424) Week 15 - Chapter 15 USING MANAGEMENT AND ACCOUNTING INFORMATION (Making the Numbers Case pg 457 AND Using Social Media pg 458) EXAM 4</p>
<p>16 12/14 – 12/20</p>	<p>Week 16 - Chapter 16 MASTERING FINANCIAL MANAGEMENT (Financial Planning Case pg 489 AND Social Media Exercise pg 490) EXAM 5</p>

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