



**Division:** Business

**Course name:** Business 1 – Introduction to Business – 3 Units (UC;CSU)

**Section:** 8055 (online) / **Semester:** Fall 2015

**Instructor:** Mrs. Laurin

**Instructor Email:** [mrsLaurin@msn.com](mailto:mrsLaurin@msn.com)

**Instructor Response:** 24 hours or less

**Class Starts:** 08/31/2015

**Class Ends:** 12/20/2015

### Catalog Description

Students who are business majors or who are considering a change to that major are advised to take this course as a foundation. It is a survey of the fundamental aspects of all phases of business including entrepreneurship alternative, management/leadership, marketing, accounting, law, financial management and institutions, investing through the securities market, and challenges facing global markets. *Prerequisite: None*

### Student Objectives

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

Examine the fundamentals of business organizations.

Distinguish the several forms of business organizations, how to enter and exit them, advantages and disadvantages of each.

Evaluate the business application of the basic principles of business formation.

Recognize and compare concepts of business ethics and social responsibility.

Discuss the private enterprise system in the US and the global markets.

Illustrate how a business is organized; identify types of entrepreneurs; summarize the process of starting a new venture.

Define management and leadership; summarize the benefits of strategic planning, tactical planning and operational planning; identify corporate culture, and management in the chain of responsibility.

Explain marketing and the value of customer satisfaction; outline the steps in a market strategy; perform market research using segmentation of consumer and business markets.

Describe and identify business information system programs; explain the steps that companies go through when anticipating, planning for, and recovering from information system disasters.

Compare the two major sources of funds for a business; distinguish between short-term and long-term funds; identify the functions performed by financial managers; interpret financial statements; describe the major financial system and institutions.

## **Course Student Learning Outcomes (SLOs)**

*This course will facilitate the following Student Learning Outcomes (SLOs):*

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

## **Required Textbook**

Required Textbook: *Foundations of Business*, 4th edition, by William M. Pride; Robert J. Hughes; Jack R. Kapoor, ISBN 978-1-285-19394-6

## **Course Requirements and Assignment Guidelines**

1. Required Readings: Online modules and assigned textbook reading.
2. Modules tool (see left menu in ETUDES): This course consists of online modules--one for each chapter of the book. One module opens each week. Weeks start at 6:00 AM Monday and closes at 11:59 PM the following Sunday. A quiz, discussion, and assignment are due most weeks. Work must be completed by Sunday night at 11:59 p.m. Late work is not accepted.
3. Assignments, Tests and Surveys tool (see left menu in ETUDES):

\*\*\*All work must be original and in student's own words to earn credit. Do not copy directly from the book or another student's work. Do not cut-and-paste information directly off the Internet.\*\*\*

Case studies—Case study questions are due each week. Case studies are not timed; however, they must be completed during the seven day period as listed on the course schedule. Up to 5 points can be earned on each set of questions.

Career report—A career report is required for this class. This report is divided into four parts. All four parts open in ETUDES the second week of class and are due according to the course schedule. Please read the instructions in ETUDES carefully.

Chapter quizzes—One chapter quiz is due each week. Quizzes are timed at 30 minutes and must be completed during the seven day period as listed on the course schedule. Each quiz includes module and textbook reading material from one week. Quizzes consist of 10 multiple-choice questions. Up to 10 points can be earned on each chapter quiz.

4. Discussion and Private Messages tool (see left menu in ETUDES): This class includes a weekly discussion requirement. Be supportive of others in our learning community. It is important to share your experiences, ideas, and skills with others throughout our time together.

**IMPORTANT: Contribute to discussions by Thursday night at 11:59 p.m. to allow others the opportunity to read, reflect, and respond to your posts. By Sunday night at 11:59 p.m., respond to at least three classmates' posts with comments to expand the discussion.**

A total of six points can be earned on weekly discussions as follows:

	Unsatisfactory 0 points	Satisfactory 1 point	Exemplary 2 points
Quality of Postings	Posting is not relevant to the topic.	Posting is relevant but brief; critical thinking is not evident.	Posting is relevant, clear, and thorough; critical thinking is evident.

	Unsatisfactory 0 points	Satisfactory 1 point	Very Good 2 points	Exemplary 3 points
Responses	Zero responses to classmate's posts.	One response to classmate's post.	Two responses to classmates' posts.	Three or more responses to classmates' posts.

	Satisfactory 1 point
Timeliness	Original posting is made <b>before Thursday night at 11:59 p.m.</b>

## Grading Scale

A = 90-100%	348 – 387 points
B = 80-89%	309 – 347 points
C = 70-79%	270 – 308 points
D = 60-69%	232 – 269 points
F = below 60%	below 232 points

## Methods of Evaluation

Assignment	Detail	Points
First Week Introduction and Syllabus Quiz	2 at 6 points	12
Case Studies	15 at 5 points	75
Career Report (4 parts)	4 at 15 points	60
Quizzes	15 at 10 points	150
Discussions	15 at 6 points	90
<b>Total</b>		<b>387</b>

## Instructor Response Policy

24 hours or less

## College Policies:

### Academic Integrity (Plagiarism)

In accordance with code 9803.28, **academic dishonesty is prohibited and will not be tolerated in this class.** 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 and will not be tolerated. Refer to the catalog and the Standards of Student Conduct in the Schedule of Classes for more information.

## **Campus Resources:**

### **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).

Please note that this syllabus is subject to change.