



Division: (Career Studies/Business)
Course name: (Business 001: Introduction to Business)
Section: (0445) / **Semester** (Fall 2015)
12 Weeks On Campus (Hybrid)

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| Instructor Name: Todd Matosic | School Website: www.wlac.edu |
| Class Hours: Tuesday /Thursday 8:00 a.m. – 12:50 p.m. | Address: 9000 Overland Ave., Culver City, CA 90230 Location: CE Building Room 204 |
| 1.05 online hours/Etudes website | |
| Office Hours: Mondays / Wednesdays (8:00-9:30 am), Tuesdays 8:30-9:30 am) | Instructor E-mail: matosit@wlac.edu |
| Office Location: CE Building Room #214 | |

Welcome

This semester, you will work to develop your business understanding. You will improve your business vocabulary and your critical thinking skills. By the end of this course, my goal is for you to be a well-rounded business thinker who feels confident discussing business concepts and the current challenging issues faced by businesses. The skills you learn here will help you succeed both in and out of class. However, your education is ultimately YOUR responsibility. YOU determine your level of success. Successful college students are self-motivated. Successful college students understand the importance of studying the material, coming to class prepared and practicing skills learned. YOU CAN DO IT and I'm here to help. 😊

Course Description: (Use catalog course description or approved COR)

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

"THE FOUNDATIONS OF BUSINESS" (Available at the WLAC bookstore)
 Pride/Hughes/Kapoor, ISBN: 978-1-285-19394-6 (4th Ed.)
 Cengage Publishing copyright 2015'
 Also available online from select online book vendors.

Recommended Materials

Please take advantage of the WLAC library resources by visiting the HLRC.

Dictionary – *Webster's New World College Dictionary* or *American Heritage College Dictionary*
 Thesaurus – *American Heritage College Thesaurus* or *Roget's*

Required Materials

- 1 three ring binder (suggested for your handouts)
- 8 ½ x 11 notebook paper (plenty)
- Scantrons for quizzes and exams (WLAC bookstore)
- #2 pencils, blue or black pens, and highlighters

Course Objectives: (use COR / ECD approved objectives)

Cite the various ways the U.S. government affects, restricts, and protects business.

Compare and contrast the advantages/disadvantages in each form of business ownership.

Define business ethics and explain the role of social responsibility in an organization.

Compare and contrast the primary economic systems.

Identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets.

Define and describe the key management functions of planning organizing, leading, and controlling.

Identify current production & operations processes. Address sustainability.

Identify key human resource management functions and laws.

Identify the marketing mix and key tools, terms and strategies related to each element.

Describe and identify how technology impacts all the primary functions of business.

Evaluate the basic components of financial statements and ratio analysis.

Explain the importance of finance to the operations of business; the various types of financing; and the process of internal and external financing and controls.

Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.

Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system.

Summarize the components of risk management and basic insurance concepts.

Student Learning Outcomes (SLO)

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

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

Course Requirements and assignment guidelines

Internet Research

NOTE: If you don't have Internet access at home, there are computer labs on campus. Please see me immediately if you need directions to the library/HLRC. DO NOT WAIT until the day a response is due to seek help or explain your situation. Alternate plans can be arranged with notice.

Quizzes

Quizzes will be given regularly to ensure that you are keeping up with the readings and attending class. Every student is allowed to miss 1 (one) quiz due to emergency situations. To be able to make up that missed quiz, students will contact me by email or phone prior to the missed class to explain the reason behind the absence.

Other assignments, as listed below, will occur in class and serve to reinforce learning:

- In Class Writing Responses
- Exams: Midterm and Final

Late Assignments (Reports/Presentations)

There will be no credit given for late assignments of this type.

Grading

| Assignment Category | # of Assign. | Points Per Assignment | Total Points | % of Total Grade |
|-----------------------|----------------------|-----------------------|----------------------|--------------------------|
| Quizzes | 10 | 10 | 100 | 10% |
| Discussion Questions | 10 | 10 | 100 | 10% |
| Presentation | 1 | 100 | 100 | 10% |
| Business Plan | 1 | 200 | 200 | 20% |
| Improvement Plan | 1 | 100 | | - |
| Mid-Term | 1 | 100 | 200 | 10% |
| Final | 1 | 100 | 200 | 10% |
| Grand Total | 34 | - | 1000 | 100% |
| 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 disruptive to others. 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 Talking/texting on cell phones not only distracts you, but it can distract me as well as your peers. Please be professional in this manner.

“Netiquette”

The term “netiquette” is a combination of the words Internet and etiquette. Online personal attacks, profanity, vulgarity will not be tolerated if and when we use the Internet for course work.

Contacting Me

E-mail is the best and quickest way to contact me. Thanks to modern technology, my e-mail is linked to my phone. Therefore, excuses such as, “I tried to contact you but (fill in the blank)” will not work.

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.

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.

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).

http://www.wlac.edu/academics/pdf/WLAC_Catalog_Policies.pdf

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)

Student Services Building (SSB) 320 | (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).

http://www.wlac.edu/academics/pdf/WLAC_Catalog_Policies.pdf

Business 001 Class Schedule – Fall 2015 9:35 a.m. – 12:55 p.m.

12-WEEK SESSION

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

| Week | Date | Course topics | Assignment (Due Next Class Meeting) |
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| 1 | Tue. | <ul style="list-style-type: none"> Instructor welcome & student introductions Syllabus review and course policies "The Successful College Student: In and Out of Class" "SLOs" overview of all 3 levels. Ice-Breaker Questions | <ul style="list-style-type: none"> Purchase books and materials |
| | Th. | <ul style="list-style-type: none"> Ice-breaker questions continued Course handouts (rubrics, business plan and research project instructions) Review Projects and Presentation tips, YouTube video/PPTs Overview of Dropbox | <ul style="list-style-type: none"> Students submit Syllabus Verification |
| 2 | Tue. | <ul style="list-style-type: none"> Lecture "Why Study Business" Overview of Yahoo Finance website Discussion of the importance of teams and teamwork | <ul style="list-style-type: none"> Students will send Dropbox folder invitations to me. |
| | Th. BOOKS Needed Today | <ul style="list-style-type: none"> 5 Minutes of Fame Chapter 1 PPT Overview of Yahoo Finance website In Class > Discussion Questions Chapter 1. | <ul style="list-style-type: none"> Read Chapter 2 Discussion Questions Chapter 2 (no email submissions). Quiz 1(take-home due) |
| 3 | Tue. | <ul style="list-style-type: none"> Chapter 2 PPT Case Study (Groups) Lecture "How to take quizzes and exams in college" Chapter 2 Quiz | <ul style="list-style-type: none"> Read Chapter 3 |
| | Th. | <ul style="list-style-type: none"> 5 Minutes of Fame Team Selections for Research Report and Business Plans finalized. Chapter 3 PPT Quiz #3 on Chapter 3 | <ul style="list-style-type: none"> Discussion Questions Chapter 3 due Read Chapter 4 |
| 4 | Tue. | <ul style="list-style-type: none"> Chapter 4 PPT Overview of Improvement plan/handout Team work for Research Project | <ul style="list-style-type: none"> Discussion Questions Chapter 4 due Read Chapter 5 |
| | Th. | <ul style="list-style-type: none"> 5 Minutes of Fame Chapter 5 PPT Chapter 5 In class Discussion Questions | <ul style="list-style-type: none"> Chapter 4 Quiz (take-home) Improvement plan due |
| 5 | Tue. | <ul style="list-style-type: none"> Chapter 5 PPT Team Work for Business Plans in class | <ul style="list-style-type: none"> Discussion Questions Chapter 5 due |
| | Th. | <ul style="list-style-type: none"> 5 Minutes of Fame Quiz # 5 (teams in class) | <ul style="list-style-type: none"> Read Chapter 6 |
| 6 | Tue. | <ul style="list-style-type: none"> Chapter 6 PPT Quiz # 6 Mid-term review | <ul style="list-style-type: none"> Read Chapter 7 |

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| | Th. | <ul style="list-style-type: none"> • 5 Minutes of Fame • Chapter 7 PPT • Midterm Exam (Chapters 1-7) | <ul style="list-style-type: none"> • Read Chapter 8 |
| 7 | Tue. | <ul style="list-style-type: none"> • Chapter 8 PPT • Team work on B Plans and Research Presentations • Demo/review of Kickstarter.com • Team work on business plans | <ul style="list-style-type: none"> • Rough draft of Business Plans due |
| | Th. | <ul style="list-style-type: none"> • 5 Minutes of Fame • Quiz # 7 on Chapter 8 • Demo/review of Crowdfunder.com • Team work on Research Presentations | <ul style="list-style-type: none"> • Discussion Questions Chapter 8 due • Read Chapter 9 |
| 8 | Tue. | <ul style="list-style-type: none"> • Chapter 9 PPT • Quiz # 8 on Chapter 9 | <ul style="list-style-type: none"> • Read Chapter 10 |
| | Th. | <ul style="list-style-type: none"> • 5 Minutes of Fame • Quiz # 9 on Chapter 10 | <ul style="list-style-type: none"> • Discussion Questions Chapter 10 due |
| 9 | Tue. | <ul style="list-style-type: none"> • Chapter 10 PPT • Research Presentations | <ul style="list-style-type: none"> • Read Chapter 11 |
| | Th. | <ul style="list-style-type: none"> • 5 Minutes of Fame • Research Presentations • Chapter 11 PPT | |
| 10 | Tue. | <ul style="list-style-type: none"> • Quiz 10 on Chapter 11 • Research Presentations | <ul style="list-style-type: none"> • Read Chapter 12 |
| | Th. | <ul style="list-style-type: none"> • Chapter 12 PPT • 5 Minutes of Fame • Group work on Business Plans | <ul style="list-style-type: none"> • Read Chapter 13 |
| 11 | Tue. | <ul style="list-style-type: none"> • Chapter 13 PPT • 5 Minutes of Fame • Group work on Business Plans | <ul style="list-style-type: none"> • Read Chapter 14 |
| | Th. | <ul style="list-style-type: none"> • Chapter 14 PPT • 5 Minutes of Fame • Business Plan Presentations (extra credit) | <ul style="list-style-type: none"> • Business Plans due |
| 12 | Tue. | <ul style="list-style-type: none"> • 5 Minutes of Fame • Research Presentation reviews with teams • Business Plan Presentations (extra credit) • Final exam review (Chapters 8-14) | |
| | Th. | <p><i>Final Exam: TBA.</i></p> | |