

Syllabus Fall Semester 2015
Intro to Business/Bus 001 Section #8005
West Los Angeles College 9000 Overland Avenue Culver City, California
90230

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16-week online course

(Online Office Hours Wednesdays 12:40-1:40pm for Private Messages on Etudes website)

COURSE DESCRIPTION: Business 001

Catalog: CSU (3 units)

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

COURSE TEXT: *The 4th Edition is now being used but I will allow the 3rd as well... (4th edition features a great new chapter (14) on social media)

Foundations of Business: Edition 4 by Pride-Hughes-Kapoor / Cengage copyright 2015 **ISBN 978-1-285-19394-6**

Foundations of Business: Edition 3 (copyright 2009) - Available online from select online book vendors.

COURSE OBJECTIVES

•□ 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 SLOs (Student Learning Outcomes):

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

Institutional Learning Outcomes:

Critical Thinking: Analyze problems by differentiating fact from opinions, using evidence, and using sound reasoning to specify multiple solutions and their consequences.

Communication: Effectively communicate thought in a clear, well-organized manner to persuade, inform, and convey ideas in academic, work, family and community settings.

Ethics: Practice and demonstrate standards of personal and professional integrity, honesty and fairness; apply ethical principles in submission of all college work.

ACADEMIC HONESTY: Academic honesty is highly valued at West Los Angeles College, just as it is at all colleges and universities. A student must always submit work that represents his or her original words or ideas. If any words or ideas are used that do not represent the student's original words or ideas, the student must cite all relevant sources. The student should also make it clear to what extent such source(s) was used.

ATTENDANCE: For all online courses at WLAC, the expectation is that you will be attending class. Students are expected to be routinely accessing the Etudes website virtual classroom. Students that do not access the class during the first week will receive a warning email after the fifth day and then will be dropped from the class as the material in an 8-week semester is so condensed. Please make yourself familiar with the navigational tools of the Etudes site and pay close attention to almost daily "Messages" from me on the course main page.

GRADING AND EVALUATION

The class will be composed of chapter readings, chapter exercises, exams/quizzes homework assignments class participation.

For certain semesters, a modified version of the requirements may be made.

Grading Criteria

A=900 points or more

B=800-899 points

C=700-799 points

D=600-699 points

F=599 points or below

COURSE ASSIGNMENTS: Midterm exam (200 pts), Final exam (200 points), business improvement plan (100 points), business research project (100 points), 10 Quizzes (200 points), Weekly Discussion Questions (200 points). *A note about the Discussion Questions...this is your opportunity to participate in class like you would for a course offered on campus. *To get the full 200 points for the semester...you will need to contribute to every question before the cut off dates...you will need to monitor these dates carefully as they are not always the same.*

FINAL GRADE: The final grade will be determined by adding points received for quizzes, exams, projects, and all work required during the semester.

INCOMPLETE: If you want to request an "I" (Incomplete), you must advise me as soon as possible and discuss the terms for getting it and for its removal.

16-week Semester Schedule

Week of 8/31 (Read Ch 1 & 14) (Discussion Ice Breaker Questions due on 9/6)

Week of 9/7 (Read Ch. 2) (Quiz #1 on Ch 1) (Discussion Questions due on Chapter 14)

Week of 9/14 (Read Ch. 3) (Quiz on Ch 2) (Ch. 2 Discussion Questions due)

Week of 9/21 (Read Ch. 4) (Quiz on Ch 3) (Ch. 3 Discussion Questions due)

Week of 9/28 (Read Ch. 5) (Quiz on Ch 4) (Ch. 4 Discussion Questions due)

Week of 10/5 (Read Ch. 6) (Quiz on Ch 5) (Ch. 5 Discussion Questions due)

Week of 10/12 (Read Ch. 7) (Quiz on Ch 6) (Ch. 6 Discussion Questions due) **Business Improvement Plan Instructions**

Week of 10/19 (Read Ch. 8) (Quiz on Ch 7) (Ch. 7 Discussion Questions due) **Business Improvement Plan Due**

Week of 10/26 (Read Ch. 9) (Quiz on Ch 8) (Ch. 8 Discussion Questions due) **Business Plan Instructions, Business Research Project Instructions (Mid Term Exam)**

Week of 11/2 (Read Ch. 10) (Quiz on Ch 9) (Ch. 9 Discussion Questions due)

Week of 11/9 (Read Ch. 11) (Quiz on Ch 10) (Ch. 10 Discussion Questions due)

Week of 11/16 (Read Ch. 12) (Quiz on Ch 11) (Ch. 11 Discussion Questions due)

Week of 11/23 (Read Ch. 13) (Quiz on Ch 12) (Ch. 12 Discussion Questions due)

Week of 10/30 (Read Ch. 15) (Quiz on Ch 13) (Ch. 13 Discussion Questions due)

Week of 12/7 Business Plans Due

Week of 12/14 Business Research Project Due (Final Exam)

(bold items = major projects/point items)

ADA Reasonable Accommodations: In support of the Americans with Disabilities Act (ADA), reasonable accommodation will be provided to any student who is registered with Disabled Student Services and who requests accommodation. Students must contact the DSP&S or call them

@ 310-287-4450.

STANDARDS OF STUDENT CONDUCT: Students are encouraged to see the student handbook/course catalog for details about disruptions in class. Class disruptions also pertain to online classes like this one