

SYLLABUS
Business 1- Introduction to Business
West Los Angeles College
Fall 2013
(August 26 to October 20, 2013)

Course Title: Business 001- Introduction to Business, Section #8005

Term: Fall 2013

Days, Hours, Location: Entirely Online

Office hours: Online Wednesdays 12-2p.m.

Instructor: Professor G. Enciso Givhan, MBA

Email Address: All messages are to be sent via the "Private Messages" section located within the Etudes site. As a back-up method, students can send messages to givhange@wlaac.edu

Course Description

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

Course Goals & Objectives

- Examine and analyze the field of Business as a viable career.
- Understand economic systems.
- Understand the importance of making ethical decisions and managing a socially responsible business.
- Examine and analyze the global marketplace and the business competitive environment.
- Explore the forms of business ownership.
- Examine and analyze the area of Entrepreneurship.
- Examine and analyze management and leadership in business organizations.
- Investigate and survey the area of Marketing: Products and Pricing Strategies
- Understand and analyze financial information, financial statements, and the process of accounting.
- Understand Money and Financial Institutions.
- Study, discuss, and debate contemporary topics in the areas of business, the economy, and the global environment.

Instructional Methods

This course is taught using a variety of methods that include, but are not limited to:

- Powerpoint Lectures via the Modules Section of the course site.
- Class Discussions via the Discussion Section of the course site.
- Viewing of online pod casts and relevant web-based technology
- Project-based assignments
- Written essays and assessments of course content
- Tests and exams evaluating comprehension of course content

Required Textbook:

*Foundations of Business, 3rd Edition, 2013, 2011.**

Authors: William M. Pride, Robert J. Hughes, Jack R. Kapoor

Publishers: Cengage Learning

ISBN-13: 978-1-133-19124-7

- The textbook can also be purchased via the following websites:
- <http://www.isbns.vg/isbn/9781133191247>
- <http://www.chegg.com/textbooks/foundations-of-business-3rd-edition->

In addition to the specific assignment requirements described in this syllabus the following guidelines will be used to evaluate student work.

Academic Standards, Student Expectations, Grading, and Writing Requirements

While this is not a writing class, it is a college-level course, and, as such, students are strongly encouraged to submit high-quality work that reflects care, thoughtfulness, a strong investment in your personal and professional development, and critical thinking skills.

You are strongly encouraged to utilize the free tutorial assistance provided by the College's Writing Center located within the College library. It is critically important to fully utilize spell check in order to proofread and edit your work.

It is important to me that I am able to understand your thoughts, insights, and interpretation of the subject matter. Papers are to be well written with a logical flow of thought. Assignments will be graded for depth, quality of analysis, personal insight into and an understanding of the subject matter. Papers should be typed in 12-pitch font. Indent paragraphs five spaces to indicate a new paragraph.

In terms of grading, I look for well-written responses that have been edited and reflect a meaningful and informed thought process. In other words, as your dedicated and enthusiastic instructor, I expect your best. I value your insight and informed opinions as well as your ideas. Aim high!! Submit college-level work and consistently put forth your personal best. 💡

All written work must be properly cited. Direct copying and pasting of information of another's work, either from the internet, or from another student, without proper citation is completely unacceptable and against academic and college policies. Students engaging in this type of activity run the risk of being reported to the Dean.

Under the "Resources" section in the Etudes site, access the citation web site as www.sonofcitationmachine.com when citing an outside source is required. Feel free to investigate additional citation sites that work best for you.

Be sure to edit and proofread submissions prior to final submission to be assured of the score you feel you've earned. Spell-check is your friend!!

Student Expectations

- Read thoroughly the chapters of the textbook and formulate written responses.
- Communicate with the instructor when assistance is required.
- Use a computer for access in order to complete internet-based assignments.
- Provide clearly written, typewritten, organized, and edited homework and assignments.

Attendance Policy

Students are expected to login into the course for which they are registered. Students who are unable to attend class regularly, regardless of the reason or circumstance, should withdraw from the class. I may drop a student from a class whenever he/she appears to be absent via a lack of submitted assignments and/or a lack of responsiveness via the Discussion Forums. Please be advised withdrawal from a class can adversely impact eligibility for financial aid.

Class Participation

The committed participation of every student is essential to obtaining optimum benefit from this course. Due to the online format of our course, participation will be measured via your participation in the weekly Discussion Forums. Here, we will have the opportunity to deepen our understanding of business and its various shades and forms. I am confident listening and viewing pod casts will heighten the experience of the course from just another boring and formulaic course to one that is, hopefully, engaging and compels your involvement, interest and sustained attention.

Businesses rely on the collaboration of talented and competent individuals who can interact with one another in order to solve business problems. As a result, this is a highly interactive course! When you miss class, you miss out! Login daily to stay abreast of the course, changes, and to remain involved.

Course Flow

Please note that this is a short-term course that takes place over an eight-week period. You can expect to cover two chapters and two quizzes per week of instruction. The course will run from Monday to Monday.

Special Note: Please take some time up-front to organize your time so that you experience the grade you wish to earn. Bear in mind, a minimum study requirement for a 3-unit course, such as this one, requires three hours for every one unit of study. ***This translates into nine hours per week of study you can expect to contribute to our course of study.***

Course Grades Calculated as Follows:

Chapter Assignments		1000 points**
Discussion Forums	4@20 points each	80 points
Quizzes	16@10 points	160 points
Objective Final Examination		100 points

Total Points **1,340**

Grading Percentages

A = 90%	1,206+
B= 80-89% =	1,073-1,205

C= 70-79% = 939-1,072
D= 60-69% = 804-938
Fail= 803 points and below

**Please note this syllabus is subject to change at the professor's discretion.

ALL COURSE GRADES ARE FINAL.

Etudes Site Locations for Student Work

Assignments, Tests, and Surveys (AT &S)- All written Assignments, Exams, and Discussion Forum Responses will be submitted via the Etudes site. All student work will be graded and recorded online.

Discussion Forums- You will listen to pod casts in class and post responses in order to explore real-world business issues to textbook concepts. The Discussion Forums provide a space for students to express personal insights and observations about the subject matter. Forums encourage participation, interpretation, and meaningful exchange of ideas and opinions concerning current events within the business industry on a local, national, and global scale.

If this is your first online learning experience, **view the Online Student Success Tutorial at <http://www.wlac.edu/online/index.asp>** You will receive an overview and an introduction to the functions of Etudes as well as helpful tools in order to make your online experience a fulfilling one.

Course Format and Outline

Week One: August 26 through September 2, 2013

Introduction to Class/Overview/Etudes Overview/Administrative business
Personal Introductions, review syllabus, course format, structure, and student expectations

Chapter One: Exploring the World of Business and Economics

Quiz #1

See Etudes tab labelled, "Assignments, Tests, and Surveys" for assignment and quiz.

Chapter 2: Being Ethical and Socially Responsible

Quiz #2

See Etudes tab labelled, "Assignments, Tests, and Surveys" for assignment and quiz.

Discussion Forum #1- See Etudes tab labelled, "Discussion and Private Messages" to access the Forum.

Week Two: September 2 through September 9

Chapter 3: Exploring Global Business

Quiz #3

See Etudes for assignment and quiz.

Discussion Forum #2- See Etudes tab labelled, "Discussion and Private Messages" to access the Forum.

Chapter 4: Choosing A Form of Business Ownership

Quiz #4

Personal SWOT Analysis/Business Analytical Tools: PESTLE & SWOT

Week Three: September 9 through September 16

Chapter 5: Small Business, Entrepreneurship, and Franchises

Quiz #5

Activity #1: SWOT Analysis

Chapter 6: Understanding the Management Process

Quiz # 6

Discussion Forum #3- See Etudes tab labeled, "Discussion and Private Messages" to access the Forum.

Week Four: September 16 through September 23

Chapter 7: Creating A Flexible Organization

Quiz #7

Chapter 8: Producing Quality Goods and Services

Quiz #8

Week Five: September 23 through September 30

Chapter 9: Attracting and Retaining the Best Employees

Chapter 10: Motivating and Satisfying Employees and Teams

Quizzes 9 and 10

Week Six: September 30 through October 7

Chapter 11: Building Customer Relationships Through Effective Marketing

Discussion Forum #4- See Etudes tab labelled, "Discussion and Private Messages" to access the Forum.

Chapter 12: Creating and Pricing Products That Satisfy Customers
Quizzes 11 and 12

Week Seven: October 7 through October 14

Chapter 13: Distributing and Promoting Products

Chapter 14: Understanding Information and E-Business
Quizzes 13 and 14

Week Eight: October 14 through October 20

Chapter 15: Using Accounting Information

Chapter 16: Mastering Financial Management
Quizzes 15 and 16

Objective-Multiple Choice Final Examination due online Sunday, October 20, 2013- 11:59 p.m.--- No Exceptions.

The instructor will conduct this course in accordance with goals expressed within the following Student Learning Outcomes (SLO's):

1. **Critical Thinking:** We will engage our individual and collective intellect with powers of observation and examination to deepen our understanding of business practices. *"Analyze problems by differentiating fact from opinions, using evidence, and using sound reasoning to specify multiple solutions and their consequences.*
2. **Communication:** We will use various forms of communication such as written online chapter exercises and discussion assignments to convey an understanding of issues germane to many aspects of the subject matter. *"Effectively communicate thought in a clear, well-organized*

manner to persuade, inform, and convey ideas in academic, work, family and community settings."

3. **Civic Responsibility:** We will promote a consciousness of connectedness with existing and potential clients in order to respect the sensitive and personal nature of finances. We will accomplish this by becoming informed, educated, and excited to "do good and do well."*We will apply the principles of civility to situations in the context of work, family, community, and the world."*

4. **Cultural Diversity:** We will be receptive to perceptions that may differ from our own and, in the process, increase our awareness of our interconnectedness as we are all members of the human family. *"Respectfully engage with other cultures in an effort to understand them and ourselves."*

5. **Ethics:** We will hold ourselves accountable and carry out the highest standard of integrity in our interactions with the public. We will learn to accept responsibility for how we communicate the details of every single transaction to our clients. If we do not know the answer, we will be honest and forthright and endeavor to find the answer for our clients. *"Practice and demonstrate standards of personal and professional integrity, honesty and fairness. Apply ethical principles in submission of all college work."*

Campus Resources

Notice to All Students

In compliance with the American Disabilities Act, students with disabilities who need any assistance or accommodations should contact the instructor immediately. The instructor should be advised of these circumstances BEFORE an assignment and within the first week of the semester. Verification must be made with the Office of Disabled Student Programs and Services (DSP&S office). They can be reached at (310) 287-4450.

Refer to the College document detailing its policies concerning the American [Disabilities Act: http://www.wlac.edu/services/documents/STUDENTBEHAVIORANDCOLLEGEDISCIPLINE.pdf](http://www.wlac.edu/services/documents/STUDENTBEHAVIORANDCOLLEGEDISCIPLINE.pdf)

Instructional Support (Tutoring) & Learning Skills Center

This office provides support to students in reading comprehension, writing essays, and overall educational assistance. If you are experiencing difficulty with any aspect of writing, give them a call at (310) 287-4486.

Library Services

For assistance with how to conduct research as well as how to use online catalogs and access to the College's various online databases, phone the Heldman Learning Resources Center at (310) 287-4269 & (310) 287-4486.