



**Division:** Business

**Course name:** Business 001 – Introduction to Business

**Section:** 8016/**Term:** Winter 2014

**Instructor Name:** Mashanda D. Finn

**School Website:** [www.wlac.edu](http://www.wlac.edu)

**Class Hours:** Online

**Address:** 9000 Overland Ave., Culver City, CA 90230

**Instructor E-mail:** [finnmd@wlac.edu](mailto:finnmd@wlac.edu) or [mdfinn@sbcglobal.net](mailto:mdfinn@sbcglobal.net)

## Welcome

Welcome to Business 001 – Introduction to Business! The goal is to give you the comprehensive preparation you'll need to SUCCEED in today's competitive business world. By providing a brief survey of the major functional areas of business, including management, marketing, accounting, finance, economics, and information technology, I will introduce you to the core business practices. In addition, I will address other important concepts such as ethics and social responsibility, forms of ownership, small business and entrepreneurship, and international business. Successful college students are self-motivated. Successful college students understand the importance of studying the material, staying prepared and practicing skills learned. YOU CAN DO IT and I'm here to help. 😊

## Course Description:

The Associate of Arts degree in Business is primarily designed for vocational education and workforce training/development. The curriculum is not aligned with course requirements for transfer to a specific major at a four-year college or university.

Students interested in transferring to a four-year college or university with a major in Business Administration or other Business-related major may consider the Associate of Arts degree in Business Administration. Students should consult the Transfer Center or the Counseling Office for major preparation and general education requirements of the particular transfer institution of their choice.

The Associate of Arts degree in Business provides a broad background of business knowledge which can be applied in most businesses.

## Required Texts:

*Foundations of Business, 3E*

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

## **Student Objectives: (use COR / ECD approved objectives) see attached link**

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

- A. Examine the fundamentals of business organizations.
  
- B. Distinguish the several forms of business organizations, how to enter and exit them, advantages and disadvantages of each.
  
- C. Evaluate the business application of the basic principles of business formation.
  
- D. Recognize and compare concepts of business ethics and social responsibility.
  
- E. 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.
  
- F. 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.
  
- G. 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.
  
- H. Describe and identify business information system programs; explain the steps that companies go through when anticipating, planning for, and recovering from information system disasters.
  
- I. 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.

## **Institutional Learning Outcomes (ILOs) & Student Learning Outcomes (SLOs)**

**This course will also facilitate the following Institutional & Student Learning Outcomes:**

Institutional SLOs:

1. Critical Thinking: Analyze problems by differentiating fact from opinions, using evidence, and using sound reasoning to specify multiple solutions and their consequences.
2. Technical Competence: Utilize the appropriate technology effectively for informational, academic, personal, and professional needs.
3. Ethics: Practice and demonstrate standards of personal professional integrity, honesty and fairness; apply ethical principles in submission of college work.

Program SLOs:

1. Investigate and assess the business model and industry position of an organization, including articulation of its mission statement, marketing strategy and implementation approach.
2. Use current and emerging technologies to create, document, analyze and manipulate data that supports management of business operations. (Technical Skills)
3. Comply with anti-trust laws and regulatory statutes to understand and maintain one's ethical and professional practices.

## Course Requirements and assignment guidelines

### Concept Checks

Throughout each chapter, there are concept checks. You are to complete each concept check of each chapter. This will be equivalent to chapter quizzes to ensure that you are keeping up with the readings.

### Posts Running a Business

You are required to post weekly responses to various topics related to the “Running a Business” series at the end of each section. The posts should be at written in complete sentences. Support your ideas. State your point and back them with facts or personal anecdotes. Stay on topic. Respond to each other’s comments in a respectful manner. Keep in mind comments will be read by me and others in class. Therefore, refrain from making any deeply personal, sensitive, revealing, private and inappropriate comments.

### Exams

There will be a mid-term exam and a final exam on the material presented in the chapters.

### Business Plan

At the end of each section there is a piece entitled “Building a Business Plan”. You will complete each section of the business plan as you go along. However, you will not turn in your business plan, in its entirety, until the final week of class.

## Grading

| Assignment Category   | # of Assign. | Points Per Assignment | Total Points |
|-----------------------|--------------|-----------------------|--------------|
| Concept Checks        | 16           | Approx. 20            | 320          |
| Running a Business    | 6            | 10                    | 60           |
| Business Plan (Final) | 6            | 100                   | 600          |
| Grand Total           | 30           | -                     | 980          |

## 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.**

## **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).

| <b>Week</b>  | <b>Course topics</b>  | <b>Assignments</b>   |
|--|---|--|
| Part 1 –<br>The Environment of<br>Business                         | <ul style="list-style-type: none"> <li>• Chapter 1 – Exploring the World of Business &amp; Economics</li> <li>• Chapter 2 – Being Ethical and Socially Responsible</li> <li>• Chapter 3 - Exploring Global Business</li> </ul>  | a). Answer the Concept Check questions of each chapter<br>b). Post answers to Running a Business: Part 1<br>c). Building a Business Plan: Part 1 |
| Part 2 –<br>Business<br>Ownership and<br>Entrepreneurship          | <ul style="list-style-type: none"> <li>• Chapter 4 – Choosing a Form of Business Ownership</li> <li>• Chapter 5 – Small Business, Entrepreneurship, and Franchises</li> </ul>   | a). Answer the Concept Check questions of each chapter<br>b). Post answers to Running a business: Part 2<br>c). Building a Business Plan: Part 2 |
| Part 3 –<br>Management and<br>Organization                         | <ul style="list-style-type: none"> <li>• Chapter 6 – Understanding the Management Process</li> <li>• Chapter 7 – Creating a Flexible Organization</li> <li>• Chapter 8 – Producing Quality Goods and Services</li> </ul>  | a). Answer the Concept Check questions of each chapter<br>b). Post answers to Running a Business: Part 3<br>c). Building a Business Plan: Part 3 |
| Part 4 –<br>Human Resources  | <ul style="list-style-type: none"> <li>• Chapter 9 – Attracting and Retaining the Best Employees</li> <li>• Chapter 10 – Motivating and Satisfying Employees and Teams</li> </ul>   | a). Answer the Concept Check questions of each chapter<br>b). Post answers to Running a Business: Part 4<br>c). Building a Business Plan: Part 4 |
| Part 5 - Marketing   | <ul style="list-style-type: none"> <li>• Chapter 11 – Building Customer Relationships Through Effective Marketing</li> <li>• Chapter 12 – Creating and Pricing Products that Satisfy Customers</li> <li>• Chapter 13 – Distributing and Promoting Products</li> </ul> | a). Answer the Concept Check questions of each chapter<br>b). Post answers to Running a Business: Part 5<br>c). Building a Business Plan: Part 5 |
| Part 6 –<br>Managing<br>Information,<br>Accounting, and<br>Finance | <ul style="list-style-type: none"> <li>• Chapter 14 – Understanding Information and e-Business</li> <li>• Chapter 15 – Using Accounting Information</li> <li>• Chapter 16 – Mastering Financial Management</li> </ul>   | a). Answer the Concept Check questions of each chapter<br>b). Post answers to Running a Business: Part 6<br>c). Building a Business Plan: Part 6 |
| <b>Final Exam</b>  | <b>Business Plan</b>  | <b>Emailed to: <a href="mailto:finnmd@wla.edu">finnmd@wla.edu</a> or <a href="mailto:mdfinn@sbcglobal.net">mdfinn@sbcglobal.net</a></b>          |