

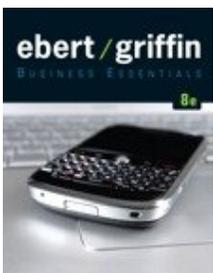
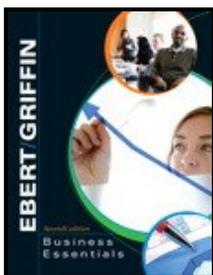
Los Angeles Mission College
Introduction to Business
Syllabus Fall 2013
Section #0146 Business 1 (UC:CSU) 3 Units

INSTRUCTOR: Norris (Rashe) Dorsey, Ed.D.
E-MAIL: norris.dorsey@gmail.com
dorseynr@lamission.edu

PHONE: 818-402-5050 (day)
COURSE DATES: August 26, 2013 to December 15, 2013
 10:35am to 12:00pm Room CSB

AVAILABILITY: by phone or email up to 50 min. before class in the faculty offices.

REQUIRED TEXT:



Author/Title	Publisher BD,ED,CP	New Price	Used Price
GRIFFIN & EBERT BUSINESS 7/E ISBN 0- 13-607076-0			
or	PRENTICE HALL	\$87.00 <i>Ships in 24 hours</i>	\$66.00
8/E ISBN-10: 0137053495			

COURSE OVERVIEW:

We will explore major aspects of business operations, integrating the effective utilization of human, physical and capital resources to fulfill the vision/mission of the enterprise and accomplish intended objectives. We will take into consideration the five contributor claimants (“stakeholders”) contributions to our organizational success: customers, human resources (commonly called “employees” or “associates”), Investors (providers of capital), the community (including local, state, and federal governments), and vendors (suppliers and distributors).

A practical course that will introduce students to the basics of business concepts. This class will include comprehensive business planning guide, lectures and practical assignments to better prepare the student.

STUDENT LEARNING OUTCOMES

1. Student will be able to distinguish the various leadership styles as they apply to all organizations private and public.
2. Student will be able to analyze the different competitive advantage systems that exist in the world.
3. Student will be able to differentiate between types of public and private corporations.

COURSE OBJECTIVES:

1. Explain the development of ethical standards in an organization.
2. Judge the responsibility of a business to the general public, customers and employees.
3. Identify global economic factors affecting the business climate.
4. Explain the importance of global commerce and the challenges of entering global markets.
5. Differentiate between the forms of business ownership and the advantages and disadvantages of each.
6. Evaluate reasons for becoming an entrepreneur and the preparation and traits leading to success.
7. Distinguish between different levels of management in the organizational structure and their functions.
8. Examine the strategic planning process.
9. Identify the responsibilities of human resource managers in hiring, separation, compensation, benefits, training, motivation and labor negotiation.
10. Interpret the steps and the factors to consider in the development of a successful marketing plan.
11. Compare the stages of the product life cycle and the marketing activities of each stage.
12. Describe how components of a promotional mix could be used to meet promotional objectives.
13. Discuss how financial managers locate sources for short and long term funds and allocate those funds.
14. Compare and contrast the different types of securities and the process of buying and selling each and to explain the role of money, banking, and the securities markets in our economy.
15. To familiarize the student with the principal areas of business and analyze the major forms of business ownership.
16. To enable the student to prepare a business plan/profile.

Attendance & Class Participation

Attendance is not only required, but also critical to the mastering of this subject. Please, do not call MISSION COLLEGE if you are going to be absent. Let me know ahead of time or see me when you return. If you are late and I've already taken attendance you may

still be marked absent. If you are absent or late (arrive after roll call) attendance points will be deducted. Participation is measured by involvement in class discussions and by your contribution to the class in general.

I highly recommended that you team up with one or more of your fellow students so that you can exchange notes, study in groups, conduct some of the research as a team, and in general "work smart not just hard". You are responsible for checking the website for announcements.

GRADING SCALE:	points		points
10 Homework assignments	100	A	90-100
Term Paper/Presentation	100	B	80-89
Midterm and 2 Quizzes	100	C	70-79
Final	<u>100</u>	D	60-69
Total points	400	F	59-Below

GRADING POLICY

Fifty (50) percent of your grade will be determined by your Quizzes, Midterm and Final Twenty five (25) percent will be determined by business term paper/presentation. Twenty five (25) percent is base on homework, participation, attendance and by responses to weekly discussion questions based upon the text, lecture notes, and videos and your participation in threaded discussions.

ACADEMIC HONESTY

Students are bound by the Code of Student Conduct to uphold high standards of conduct. This code requires students to act respectfully towards others and to adhere to the honor system. Any student who engages in academic dishonesty (such as plagiarism or cheating on exams) will not pass the course. We will specifically cover in class what constitutes plagiarism, but if you have any questions at all in this area, please discuss them with me.

PROJECT, ASSIGNMENTS, PORTFOLIO, AND PRESENTATION

PERFORMANCE OBJECTIVES

Given the specifications for a semester project, the guidelines for a class presentation, in-class team exercises, class assignments, class reports, quizzes and exams, and exercises should be typed. **Projects are not accepted late.**

SPECIAL CONCERNS

- Students should keep a copy of all assignments turned in for their own safeguards, if possible.
- Students interested in assistance or support in writing the critical analyses should contact the LA Mission college Academic Support Center, Director at 818-364-7600.
- Students who have a documented disability and require accommodations are encouraged to share relevant information with the instructor early in the course so that their learning needs may be met appropriately.

I am available before and after class for any individual questions or concerns and at the above e-mail address and telephone number.

COURSE ASSIGNMENTS/READING REQUIREMENTS

(In the Units assigned below, concept summaries, questions and case problems are not assigned for “reading” assignments; however, they are strongly recommended as study aids. In-class work and outside assignments sometimes will be based on the problems in the textbook and variations of these problems.)

(Please note the reading assignment for the first class.)

Reading Assignments to be completed prior to class:

Schedule/Calendar

Week	Date	Lecture topic and selected In-Class Exercises	Chapter
1	Aug 27 & Aug 29	Course introduction and overview	
		The U.S. Business Environment	1
		<i>What do you know about business</i>	
		<i>Scanning the environment</i>	
		<i>Comparing economic systems</i>	
		<i>VIDEO: US Department of Commerce</i>	
2	Sept 3 & 5	Business Ethics and Social Responsibility	2
		<i>What’s ethical in business?</i>	
		<i>Ethical judgment making</i>	
		<i>Can ethics be taught?</i>	
		<i>VIDEO: The American Red Cross</i>	
		Labor Day Monday September 5, 2011	
3	Sept 10 & 12	Entrepreneurship, New Ventures and Business Ownership	3
		<i>The role of small business</i>	
		<i>The wide world of risk</i>	
		<i>Entrepreneurship and the growth of business</i>	
		<i>VIDEO: Amy’s Ice Cream</i>	
4	Sept 17 & 19	The Global Context of Business	4
		<i>Shoes in the global marketplace</i>	
		<i>How the Chinese stole the Grinch</i>	
		<i>How to wake up a zombie</i>	
		<i>VIDEO: Printrak</i>	

5	Sept 24 & 26	Business Management	5
		<i>The management process</i>	
		<i>Sam Adams makes headway</i>	
		<i>How do your goals stack up?</i>	
		<i>VIDEO: Creative Age Publications</i>	
6	Oct 1 & 3	Organizing the Business	6
		<i>Organizational structure</i>	
		<i>Centralization versus decentralization</i>	
		<i>Who runs the grapevine?</i>	
		<i>VIDEO: Nantucket Nectars</i>	
		TEST 1 Chapters 1-5	
7	Oct 8 & 10	Operations Management and Quality	7
		<i>Are you getting what you paid for?</i>	
		<i>Entrepreneurship and utility</i>	
		<i>Round up the usual inspectors</i>	
		<i>VIDEO: Kingston Technology</i>	
8	Oct 15 & 17	Employee Behavior and Motivation	8
		<i>Balancing inducements and contributions</i>	
		<i>What are you looking for in a job?</i>	
		<i>Motivation in global firms</i>	
		<i>VIDEO: Body Glove</i>	
9	Oct 22 & 24	Leadership and Decision Making	9
		<i>Are you a leader or a manager?</i>	
		<i>Transformational versus transactional</i>	
		<i>Is Steve Jobs a charismatic leader?</i>	
		<i>VIDEO: What is business leadership?</i>	
10	Oct 29 & 31	Human Resource Management and Labor Relations	10
		<i>Writing a job description</i>	

		<i>What motivates employees?</i>	
		<i>Tallying up the costs of discrimination</i>	
		<i>VIDEO: Park Place Entertainment</i>	
11	Nov 5 & 7	<i>Marketing Processes and Consumer Behavior</i>	11
		<i>Assessing the marketing environment</i>	
		<i>Data mining</i>	
		<i>When smoke gets in your eyes</i>	
		<i>VIDEO: Skechers USA</i>	
		<i>Holiday Verterns Day Friday November 11, 2011</i>	
		<i>TEST 2: Chapters 6-11</i>	
12	Nov 12 & 14	<i>Pricing, Distributing, and Promoting Products</i>	12
		<i>Why do they charge more?</i>	
		<i>Keeping channels clear</i>	
		<i>Rivals team up to deliver the goods</i>	
		<i>VIDEO: Clos du Bois Winery</i>	
13	Nov 19	<i>The Role of Accountants and Accounting Information</i>	15
		<i>Do you use accounting?</i>	
		<i>Integrating financial statements</i>	
		<i>Annual reports</i>	
		<i>VIDEO: McDonald's</i>	
		<i>Thanksgiving Holiday Nov 21-24, 2011</i>	
14	Nov 26 & 28	<i>Information Technology for Business</i>	14
		<i>I.T. devices</i>	
		<i>Using e-mail</i>	
		<i>Being replaced</i>	
		<i>VIDEO: Boeing Satellite Systems</i>	
15	Dec 3 & 5	<i>Term Paper & Presentations</i>	

16	Dec 9- 15	<i>FINAL EXAM Tuesday December 10, 2011 10am to 12noon</i>	
		<i>Chapters 12-16</i>	
		<i>Winter Break</i>	

***The above schedule is tentative and the instructor reserves the right to change per the dynamics of the course.