# **Los Angeles Mission College**

Introduction to Business Syllabus Spring 2013

Section #0148 Business 001 (UC:CSU) 3 Units

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**COURSE DATES:** February 4, 2013 to June 3, 2013

10:35am to 12:00pm/noon Room INST 1013

**AVAILABILITY:** by appointment at 9:30am in the faculty offices or by

phone/email up to 30 minutes before class/after.

**REQUIRED TEXT:** 



Author/Title Publisher New Price Used Price

GRIFFIN & EBERT BUSINESS 7/E ISBN 0-13-607076-0

or \_\_\_\_\_

PRENTICE Ships in 24 hours

\$87.00

\$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	В	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, and 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, inclass 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.)

HOLIDAYS (College CLOSED)
Martin Luther King – January 21
President's Day – February 15-18
Cesar Chavez Day – April 1
Spring Break – March 29-April 5
Memorial Day – May 27
Independence Day – July 4

# Final Exam schedule (Please note the reading assignment for the first class.)

Reading Assignments to be <u>completed</u> prior to class: Schedule/Calendar

Week	Date	Lecture topic and selected In-Class	Chapter
		Exercises	
1	Feb 5 & 7	Course introduction and overview	
		The U.S. Business Environment	1
		What do you know about business	
		Scanning the environment	
		Comparing economic systems	
		VIDEO: US Department of Commerce	
	HW	Email Professor	
2	Feb 12& 14	Business Ethics and Social Responsibility	2
		What's ethical in business?	
		Ethical judgment making	
		Can ethics be taught?	
		VIDEO: The American Red Cross	
	HW	Group/Team Formation	
3	Feb 19 & 21	Entrepreneurship, New Ventures and	3
		<b>Business Ownership</b>	
		The role of small business	
		The wide world of risk	
		Entrepreneurship and the growth of business	

		VIDEO: Amy's Ice Cream	
	HW	<b>Business Owner Interview</b>	
		President's Day Monday Feb 18	
		Tresident & Day 1/1011day 1 es 10	
4	Feb 26 & 28	The Global Context of Business	4
-	100 20 00 20	Shoes in the global marketplace	<u> </u>
		How the Chinese stole the Grinch	
		How to wake up a zombie	
		VIDEO: Printrak	
	HW		
	ΠW	Scavenger Hunt	
5	Mar 5 & 7	<b>Business Management</b>	5
	Wiai 5 & 7	The management process	
		Sam Adams makes headway	
		,	
		How do your goals stack up?	
		VIDEO: Creative Age Publications	
		Goal Setting	
		Guest Speaker	
6	Mar 12 & 14	Organizing the Business	6
0	Wiai 12 & 14	Organizational structure	
		Centralization versus decentralization	
		Who runs the grapevine? VIDEO: Nantucket Nectars	
		Quiz 1 Chapters 1-5	
7	Mar 19 & 21	Operations Management and Quality	7
	17101 17 00 21	Are you getting what you paid for?	,
		Entrepreneurship and utility	
		Round up the usual inspectors	
		A A	
		VIDEO: Kingston Technology	
		Business Plan Outline Due	
8	Mar 26 & 28	Employee Behavior and Motivation	8
	17101 20 00 20	Balancing inducements and contributions	<u> </u>
		What are you looking for in a job?	
		Motivation in global firms	
		VIDEO: Body Glove	
		ř	
		Social Media Research Paper Mid Torm Chapters 1 8	
		Mid Term Chapters 1-8	
9	Apr 2 & 4	Spring Break March 29-April 5	9
	11012 0 1	No Class	
		Cesar Chavez Day April 1	
	1	Cesar Chavez Day April 1	

10	Apr 9 & 11	Landarship and Davisian Making	10
10	Apr 9 & 11	Leadership and Decision Making  Are you a leader or a manager?	10
		Transformational versus transactional	
		Is Steve Jobs a charismatic leader?	
		VIDEO: What is business leadership?	
		Internet Activity	
		Tax Day April 15	
11	Apr 16 & 18	Human Resource Management and Labor	11
		Relations	
		Writing a job description	
		What motivates employees?	
		Tallying up the costs of discrimination	
		VIDEO: Park Place Entertainment	
		Business Plan Part 1 & 2 Due	
12	A mm 22 % 25	Manhatina Duanggan and Congress	12
12	Apr 23 & 25	Marketing Processes and Consumer Behavior	12
		Assessing the marketing environment	
		Data mining	
		When smoke gets in your eyes	
		VIDEO: Skechers USA	
		Commercial Activity	
		Logo	
12	A 20 P-	Delain Distribution and December	1.5
13	Apr 30 & May 2	Pricing, Distributing, and Promoting Products	15
		Why do they charge more?	
		Keeping channels clear	
		Rivals team up to deliver the goods	
		VIDEO: Clos du Bois Winery	
		Quiz 2: Chapters 9-12	
14	May 7 & 9	The Role of Accountants and Accounting	14
		Information	
		Do you use accounting?	
		Integrating financial statements	
		Annual reports	
		VIDEO: McDonald's	
	HW	Personal Budget	
		2 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3 3	
15	May 14 & 16	Information Technology for Business	

		I.T. devices	
		Using e-mail	
		Being replaced	
		VIDEO: Boeing Satellite Systems	
		<b>Business Plan &amp; Presentations</b>	
16	May 21 & 23	FINAL EXAM Tuesday May 28, 2013 10am to 12noon	
		Chapters 1-16	
		Summer Break	

<sup>\*\*\*</sup>The above schedule is tentative and the instructor reserves the right to change per the dynamics of the course.