# Introduction to Business 1 Course Syllabus

Class Name: **Introduction to Business 1** Semester: **Fall 2013** Section #: **3054** 

Instructor: Vilma Bernal Phone #: office 818-833-3410 Cell phone 818-571-9995

Faculty Web Page: http://www.lamission.edu/~bernalva

Course Description: The student will learn the various forms of business

organizations. The student will study business management, organization, financing and marketing, and also become acquainted with the risks involved in business and with government's role in business.

Class Meetings: Thursdays (First class August 29<sup>th</sup>) – Will be dropped if you don't

attend class

Time: 3:30 pm – 6:40pm

**Location: CSB 205** 

Welcome to Introduction to Business 1 Class. In order to be successful in this class please read all the information and follow the instructions mentioned below. Should you have any questions, please do not hesitate to contact at 818-571-9995. Class attendance is mandatory.



Textbook Required: "Business Essentials" by Ebert and Griffin 9<sup>th</sup> edition, ISBN-13: 9780133034028. Please obtain book immediately.\*\*\*\*

#### Student Learning Outcomes:

- 1-Student will be able to assess the basic business principles that affect for profit organizations.
- 2- Student will be able to analyze the different economic systems that exist in the world. 3-Student will be able to differentiate between types of publicly and private corporations.

## **Expectations:**

**Self Motivation and Self Discipline** - To succeed in this class you must do all the <u>assignments</u> on time! You will need to make sure you are staying current with all reading, assignments, and activities.

• Take an Active Role- The instructor's role in this class will be to provide you with resources and opportunities to explore and use them. I am here to guide you

through as you learn therefore you will need to take active role in the learning process.

• **Time Requirements** - This is a regular 3 unit class. Weekly class attendance is mandatory. There will be homework, tests and group projects, so expect to work outside the class.

## **Attendance and Participation Policy**

We meet once a week for 3 hours. These meetings are mandatory. If you will be traveling or otherwise unable to attend a class, let me know.

### **Office Hours**

My office hours are: Mondays 4pm to 5pm, Tuesdays 10am to 12pm and Wednesday 1pm to 3:30pm. I'm also available online. This means that you can reach me via email, phone or text.

#### **Contact Instructor**

If you are going to have serious problems that prevents you from completing <u>assignments</u> or quizzes on time, you must let me know **PRIOR** to missing the <u>assignment</u>. I prefer you send me an email to: <u>bernalva@lamission.edu</u>

## **GENERAL CALENDAR DATES Fall 2013**

Applications Accepted	Year Round
Assessment and Orientation	Year Round
Residency Determination Date	August 25
DAY AND EVENING CLASSES BEGIN	August 26
Saturday classes begin	
Last day to petition for Credit/No-Credit	October 4
Deadline to petition for Fall 2013 Graduation	October 18
Classes End	December 7
FINAL EXAMS	
Semester ends	December 15
PRIORITY Registration Dates - Enrollment is ONLINE and BY APPOINTMENT ONLY.	
(You may not register before your appointment date and time.)	
EOPS, DSPS Foster Youth and Veterans	May 2 to May 5
Continuing Students	
New and re-entering students	May 29
ADD Dates - Late ADDs are not permitted	
Deadline to add full term (semester length) classes	September 6
Last day to add an audit	. September 6
Last day for Section Transfer	. September 6
NOTE: The deadlines listed on this page are for full-semester 16 week classes.	
Contact the class instructor for deadlines on late start, short-term, and special program	classes.
DROP Dates (16-week classes) ) – All classes must be dropped ONLINE ONLY.	
Drop classes without receiving a "W" with refund	September 8*
Drop classes without incurring fees or with a refund	
(Registration/parking/non-resident fees -16 wks semester length classes)	. September 8*
*PLEASE NOTE: This is an earlier and revised deadline. A "W" will appear on your transcript recoi	rd after this date.
This is a new LACCD enrollment limit. The limit is now three times to take a class and includes both	th substandard
grades and withdrawals.	

Drop classes with a "W" - Letter grade is required after this date and forward - November 17 If you stop attending a class (or wish to drop a class), YOU MUST DROP THE CLASS YOURSELF ONLINE— OFFICIALLY— on or before November 17, 2013. Failure to do so may result in a grade of "F" in that class.

#### **EGISTRATION INFORMATION**

Website – www.laccd.edu (Student Information System) Admission Regular Office Hours (Subject to change) Monday and Thursday – 8am-5pm Tuesday and Wednesday – 8am-7pm Friday – 8am-12noon

VISIT OUR WEBSITE FOR UPDATED INFORMATION ON NEW CLASSES AND CANCELLED CLASSES

LATE ENROLLMENT: The College reserves the right to cancel or extend late enrollment for reasons relating to student enrollment,

level of financial support, or any other reason at the discretion of the LACCD (District) and Los Angeles Mission College.

FOR THOSE WITH DISABILITIES, ALTERNATE FORMATS OF THIS SCHEDULE ARE AVAILABLE BY CALLING 818.833.3313

## www.lamission.edu/schedules

HOLIDAYS (College CLOSED)
Labor Day – September 2
Veteran's Day – November 11
Thanksgiving – November 28 to December 1

## **Dropping the Class**

Circumstances may arise that will keep you from completing the course. If this is the case, <u>drop the class</u>. As a policy, *I do not exclude students*. However, if you stop attending the class (or wish to drop a class) YOU MUST DROP THE CLASS YOURSELF – See official dates above. Failure to do so may result in a grade of "F" in the class.

#### Course Breakdown:

Week	Date	Lecture topic and selected In-Class Exercises	Chapter
1	8/29	Course introduction and overview	
		The U.S. Business Environment	1
		What do you know about business	
		Scanning the environment	
		Comparing economic systems	
2	9/5	Business Ethics and Social Responsibility	2
		What's ethical in business?	
		Ethical judgment making	
		Can ethics be taught?	
		VIDEO: Patagonia: Ethics and Social	
		Responsibility	
3	9/12	Entrepreneurship, New Ventures and Business	3
		Ownership	
		The role of small business	
		The wide world of risk	
		Entrepreneurship and the growth of business	
		VIDEO:	
		Case Study 1: Amy's Ice Cream	
4	9/19	The Global Context of Business	4
_		Shoes in the global marketplace	
_		How the Chinese stole the Grinch	
		How to wake up a zombie	
		VIDEO: Gawker Media: Business in a Global	
		Economy	

		Quiz 1 – Chapter 1-3	
	0/26	D : 16	
5	9/26	Business Management	5
		The management process	
		Sam Adams makes headway	
		How do your goals stack up?  Discuss Group Project	
		Discuss Group Project	
6	10/3	Organizing the Business	6
		Organizational structure	
		Centralization versus decentralization	
		Who runs the grapevine?	
		Quiz 2 Chapters 4-6	
7	10/10	On working Management and One lite	7
7	10/10	Operations Management and Quality	7
		Are you getting what you paid for?	
		Entrepreneurship and utility	
		Round up the usual inspectors	
		Test #1 Chapters 1-6	
8	10/17	Employee Behavior and Motivation	8
0	10/17	Balancing inducements and contributions	0
		What are you looking for in a job?	
		Motivation in global firms	
		VIDEO: Joie D'Vivre Hospitality: Employee	
		Motivation	
9	10/24	Leadership and Decision Making and Human Resources	9-10
		Define Leaderships and the various styles	
		Are you a leader or a manager?	
		Transformational versus transactional	
		Is Steve Jobs a charismatic leader?	
		VIDEO: Herman Miller: Managers as Leaders	
10	10/31	Marketing Processes and Consumer Behavior and Pricing, Distribution, and Promotion	11-12
		Assessing the marketing environment	
		Data mining	
		When smoke gets in your eyes	
		VIDEO: Jones Soda: Marketing and Consumer	
		Behavior	
		Case Study 2: George Uhe Co.	
		Quiz 3 Chapters 7-10	
11	11/7	Information Technology for Business	13
		I.T. devices	
		Using e-mail	
		Being replaced	
		VIDEO: Zip Car: business Technology	

12	11/14	The Role of Accountants and Accounting	14
		Information	
		Do you use accounting?	
		Integrating financial statements	
		Annual reports	
		Case Study 3: The 4P's of Marketing	
		Test #2 (Chapters 7-11)	
13	11/21	Money and Banking	15
		Why do we need money	
		What are the uses of money	
		Financial institutions	
		Presentations:	
		Quiz 4 12-14	
	11/28	No Class "Thanksgiving Week"	
14	12/5	Managing Finances	16
		Let's invest	
		Investment opportunities	
		Presentations:	
15	12/12	Test #3 (Chapters 11-16)	Final Exam
		,	

## **Grading Structure**

Quizzes

Tests

100 pts.(4 quizzes= 25 pts/ chapters (1-14) = 100 pts) 150 pts. (3 test @ 50 pts. = 150 pts.) 60 pts. (3 case studies @ 20pts. ea. = 60 pts.) 3 case studies **Group Presentation** 20 pts. (20 pts. for group oral presentation) 80 pts. (Group report – one report per group) Group Project: Written Report

#### **Total points** 410 points

## **Grading Scale**

Grade	Points
A	410-369
В	368-328
C	327-287
D	286-246
F	245 and below
C D	327-287 286-246

## **Posting of Grades:**

Your grades will be posted under "gradebook." Only you can see your grades. It is your responsibility to insure you have received the proper grades for your

<u>assignments</u>, <u>quizzes</u> and tests. Please bring any discrepancies to my attention ASAP do not wait until the end of the course. Moodle has a grading scale that can be misleading. The percentage that you see at the end is ONLY based on completed work, however, it does not take into consideration missed or incompletes so that grade is not accurate.

## Course ground rules:

- •Participation is required
- •Learn how to navigate in your Course Management System
- Keep abreast of course announcements
- Address technical problems immediately

## Disabilities Policy:

In compliance with the Americans with Disabilities Act (ADA), all qualified students enrolled in this course are entitled to "reasonable accommodations." Please notify the instructor during the first week of class of any accommodations needed for the course.

<u>Disabled Students Program & Services</u> office strives to accommodate any special need requirements.

Disabled Students Program & Services Office (DSPS) (<a href="http://lamission.edu/dsps/">http://lamission.edu/dsps/</a>) strives to accommodate any special need requirements. The program is dedicated to meeting the educational, occupational and personal needs of disabled individuals. "

#### Plagiarism –This is important

Plagiarism Defined

Plagiarism means using another person's work, writing, words, ideas, research, graphics, programs, music, pictures, data, and/or other creative expression without giving the other person full credit. You must enclose another person's words in quotation marks and cite your source(s), and you must give citations when using the ideas of another person, even if those ideas are paraphrased in your own words. Using words, ideas, computer code, or any work by someone else without giving proper credit is plagiarism. Any time you use information from a source, you must cite it.

#### Plagiarism and the Internet

The Internet has become a very popular resource for information for student assignments. The same rules regarding plagiarism apply to resources found on the Internet as do to a printed source: when a student refers to work, writing, words, ideas, and the like or quotes from an internet site, he or she must cite that source. Many of the same rules apply when using visual information from an internet site; the source of the visual information or graphic must be cited. This includes definitions found online on Wikipedia, materials from blogs, twitter, or other similar electronic resources.

Useful Strategies to Avoid Plagiarizing another Person's Work

If you copy words, sentences, phrases, and the like from a text, put what you copy in quotation marks. This is especially important when you take notes. If you choose to paraphrase, be certain that you are not just rearranging or changing a few words. A useful technique is:

A. Read the area you want to paraphrase carefully;

B. Cover up the text with your hand, or close the book or computer page so you cannot see any

of the words;

- C. Write out the idea in your own words without referring back to the words
- D. Check your attempt at paraphrasing against the original text to be sure you have not accidentally used the same phrases or words, and that the information is accurate At times students accused of plagiarism claim that their plagiarism occurred without their knowledge or intent. Since ignorance of this fundamental rule is not a reasonable defense, it is best to become thoroughly familiar with the various ways in which plagiarism can occur and how to avoid plagiarizing someone's work. If you have any doubts or questions, it is your responsibility to ask your teacher for clarification. If you are found guilty of plagiarizing, you are subject to disciplinary actions up to and Including suspension or termination from the program, so please study and do your best. First offense, you will receive a zero for the assignment in question. Any further

Remember: If you plagiarize:

a. You are only cheating yourself

action from the Office of Student Services.

b. You don't learn to write out your own ideas or thoughts in your own words, andA: (Excellent) Meeting course requirements with a superior level of performance.

offenses may result in expulsion from the class, as determined by the disciplinary

- B: (Good) Meeting course requirements with a high level of performance.
- C: (Satisfactory) Meeting course requirements with an acceptable level of performance.
- D: (Unsatisfactory) Repeat course.
- F: (Failing) Repeat course.

Cheating- unauthorized material used during an examination (including electronic devices), changing answers after work has been graded, taking an exam for another student, forging or altering attendance sheets or other documents in the course, looking at another student's paper/scantron/essay/computer or exam with or without their approval is considered cheating. Any student caught cheating will receive a zero for the assignment/exam and referred to the Department chair and/or Student Services for further disciplinary action.

Recording devices in the classroom-Section 78907 of the California Education Code prohibits the use of any electronic audio or video recording devices, without prior consent of the instructor. (including cell phones, laptops, MP3 players, and more) Reasonable Accommodations: If you are a student with a disability and require accommodations, please send me a private email. The sooner I am aware of your eligibility for accommodations, the quicker I will be able to assist the DSP&S Office in providing them. For students requiring accommodations, the DSP&S Office at Mission College provides special assistance in areas like: registering for courses, specialized tutoring, note-taking, mobility assistance, special instruction, testing assistance, special equipment, special materials, instructor liaisons, community referrals and job placement. If you have not done so already, you may also wish to contact the DSP&S Office in Instructional Building 1018 (phone 818/364-7732 TTD 818/364-7861) and bring a letter stating the accommodations that are needed. All students should have the Sheriff department # in cell phone (818) 364-7843

## **Attendance Policy**

Attendance in all scheduled courses is essential for academic achievement. Perfect attendance – no absences, tardiness or early departures (this includes online classes)– is encouraged as punctuality develops within you a sense of responsibility that will have a

positive impact upon your professional career. Attendance is taken each day at Mission. You are strongly encouraged to make nonschool personal appointments at times that will not conflict with your scheduled classes.

I have prepared a small acknowledgement section for you to (symbolically) sign as a way to let me know that you have read and that you understand what has been mentioned in the syllabus. Please read and adhere to the following: **Don't need to give me a copy**.

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the syllabus. Please read and adhere to the following: <b>Don't need to give me a copy</b> .
1. I have read the following documents:
• Syllabus
Plagiarism and Cheating
Initial
2. Please do not assume I will drop you from class if you stop attending class. If you do
not drop yourself, you will receive an "F" at the end of the course Initial
3. If you miss part or all of a class session you are still responsible and accountable for
all announcements, all assignments, and material covered in that session
Initial
4. If you need clarification on anything you will come to me Initial
5. I do not accept late assignments Initial
6. You are expected to have read the assignments/textbook before coming to class
Initial
7. Attend every class with text books, school supplies, any handouts and all completed
assignments Initial
8. If you are caught plagiarizing, you will receive an "F" for the entire class. To
reiterate; If you are caught plagiarizing, you will not just receive an "F" for the paper
you've plagiarized, but will most certainly receive the final grade of an "F" for the
class. Plagiarism may result in possible expulsion from LAMC Initial
9. During the course of the semester you must check you grades and confirm accuracy,
and if there are any questions, contact me immediately Initial
10. Handwritten assignments of any kind are not acceptable Initial