West Los Angeles College- Business 001- Introduction to Business

SYLLABUS

Business 1- Introduction to Business

West Los Angeles College

Spring 2016

(April 11, 2016 through June 6, 2016)

Course Title:  Business 001- Introduction to Business, Section #8109

Term:  Spring 2016

Days- Hours- Location:  Entirely online

Office hours:  Online Wednesdays 11-1 p.m.

Instructor:  Professor (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@wlac.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.

Course Student Learning Outcomes

• Produce a business report.
• Analyze a business situation; recommend a plan for improvement
• Apply legal/ethical principles in business decision-making

Institutional Learning Outcomes

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 inter-connectedness 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."*

**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, 4th Edition*

William M. Pride | Robert J. Hughes | Jack R. Kapoor
© 2015
The textbook can also be purchased via the following websites:

- http://www.isbns.vg/isbn/9781285193946

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.

The College provides free tutoring assistance which you subsidize with your tuition and fees. You are strongly encouraged to take advantage of this tutorial assistance provided by the Writing Center located within the library. At a minimum, 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.sonocitationmachine.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 log-in into the course on a regular and scheduled basis. Due to the fact that this is an online class, attendance is personally determined by the student. Those who are unable to attend class regularly, regardless of the reason or circumstance, should withdraw from the class by the College's scheduled date (check the College website for dates). IT IS YOUR RESPONSIBILITY TO DROP THE COURSE.

I may drop a student from a class whenever he/she is 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.

Carnegie Unit Statement

Students earn credits (or units) based upon the Carnegie unit standard which equates 1 unit of course credit to 3 hours of coursework per week (Title 5 § 55002.5). Thus, to earn 3 quarter units for a lecture course, you must attend (online) and participate in 3 hours per week of in-class lecture and complete 3 hours per week of outside work (studying, reading, completing homework assignments, preparing for quizzes and examinations, etc.) for a total course workload of 9 hours per week.

Please take some time up-front to organize your time so that you experience the grade you wish to earn.

Course Grades Calculated as Follows

Assignments and Grading

1 Chapter exercises 1,000 points
2 Discussion Forums (4 @ 25 points each) 100 points
3 Quizzes (16 quizzes @ 10 points each) 160 points
4 Final Examination: 100 points

Total Possible Points 1380

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

**ALL COURSE GRADES ARE FINAL.**

**Etudes Site Locations for Student Work**

**Modules**- Here you will find powerpoint slides representing every chapter of the textbook. Use these as you wait for your text and to review the concepts as often as you’d like.

**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.

**Resources**- Several articles on a variety of business topics as well examples of student work can be accessed under this tab.
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: April 11 through April 16, 2016**
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: April 20 through April 27**

**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

**Week Three: April 27 through May 4**

**Chapter 5: Small Business, Entrepreneurship, and Franchises**
Quiz #5

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: May 4 through May 11
Chapter 7: Creating A Flexible Organization
Quiz #7
Chapter 8: Producing Quality Goods and Services
Quiz #8

Week Five: May 11 through May 18
Chapter 9: Attracting and Retaining the Best Employees
Chapter 10: Motivating and Satisfying Employees and Teams
Quizzes 9 and 10

Week Six: May 18 through May 25
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: May 24 through May 31
Chapter 13: Distributing and Promoting Products
Chapter 14: Understanding Information and E-Business
Quizzes 13 and 14

Week Eight: May 31 through June 7
Chapter 15: Using Accounting Information
Chapter 16: Mastering Financial Management
Quizzes 15 and 16

Objective-Multiple Choice Final Examination due online Sunday, June 7, 2015-11:59 p.m.---No Exceptions.

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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/STUDENTBEHAVIORANDCOLLEGIETSCIPLINE.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.