

West Los Angeles College
Business 1 – Introduction to Business – 3 Units – Section 8117
Fall Session – August 31, 2015 – December 20, 2015
Class Meets: Online Only
Office Hours: By Appointment via Etudes Site / Chat Forum
William Vega, Instructor – email: vegawm@wlaac.edu

Syllabus

COURSE DESCRIPTION: Business 1

Catalog: UC:CSU (3 units)

This course is a survey of the fundamental aspects of all phases of business including entrepreneurship alternatives, management/leadership, marketing, financial management and institutions, investing through the securities market, and challenges facing global markets.

COURSE TEXTBOOK: Foundations of Business; 4th Edition by Pride/Hughes/Kapoor

Available at the campus bookstore or online from select book vendors.

ISBN-13: 978-1-285-19394-6 Publisher: Cengage

COURSE OBJECTIVES

- Provide a fundamental understanding of the private enterprise system in the United States and the role of business firms in that system as well as globally.
- Provide a fundamental understanding of how the various forms of businesses (sole-proprietor, partnerships, small business, corporations) are organized and managed.
- Discuss and place emphasis on the opportunities and challenges (domestic and international) business organizations are confronted with.
- Review various financial and banking institutions and how the systems affect businesses and the economy in the domestic and international markets.

STUDENT LEARNING OUTCOMES:

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

PROGRAM LEARNING OUTCOMES:

1. Use business formulas to calculate and solve quantitative problems.
2. Analyze financial operations of a typical business.
3. Adopt a variety of practices that adhere to a company's culture of moral business principals. Maintain trust, confidentiality and business integrity in the workplace.
4. Maneuver in the operational workflow of an organization through effective use of time management and utilization of appropriate resources.

INSTITUTIONAL LEARNING OUTCOMES:

- A. Critical Thinking: Analyze problems by differentiating fact from opinions, using evidence, and using sound reasoning to specify multiple solutions and their consequences.

- B. Communication: Effectively communicate thought in a clear, well organized manner to persuade, inform, and convey ideas in academic, work, family, and community settings.
- H. Ethics: Practice and demonstrate standards of personal and professional integrity, honesty, and fairness; apply ethical principles in submission of all college work.

ACADEMIC HONESTY: Academic honesty is highly valued at West Los Angeles College, just as it is at all colleges and universities. A student must always submit work that represents his or her original words or ideas. If any words or ideas are used that do not represent the student's original words or ideas, the student must cite all relevant sources. The student should also make it clear to what extent such source(s) was used.

ATTENDANCE: Attendance is essential for success. The expectation is that you will be present every week. Any student who fails to routinely access the Etudes site can be dropped from the class. The instructor will be monitoring your time spent online through the **Activity Meter**.

STANDARDS OF STUDENT CONDUCT: Students who cause disruptions during class will be dismissed from the class where the disruption occurred and will be marked as absent for that class. A disruption is any argument with another student or other behavior that is disruptive according to the student handbook/course catalog. Some other examples are: cell phone disruptions or those found to be on during class, or students listening to music on headphones.

ADA REASONABLE ACCOMODATIONS: In support of the Americans with Disabilities Act (ADA), reasonable accommodation will be provided to any student who is registered with Disabled Student Services and who requests accommodation. Students must contact the DSP&S or call them at 310-287-4450.

CLASS FORMAT AND INSTRUCTIONAL METHODS: This is an online class and includes chapter readings, chapter exercises, group discussion exercises, quizzes, homework, mid-term assignment, and final exam.

ASSIGNMENTS: All assignments must be submitted via Etudes or by email and have a clear file name containing your name and the name of the assignment. For example: Vega William Introduction Assignment.doc

Homework:

The homework for this class will consist of one Personal Introduction assignment, one Business Report, the Platform Wars exercise, Etudes Discussion Questions, and Chapter readings.

Personal Introduction Assignment: During the first week of class, post a comment in the thread introducing yourself to your classmates. Please tell us

1. Why you are taking this class
2. What you expect from the instructor
3. How many online classes you have taken
4. Any ideas for making this online class more fun for everyone

Business Report: There are a variety of projects that can satisfy this requirement. As a class, we will identify some potential options and students will be able to choose which type of business report to submit. Some previous examples include: a Case Study, a Business Plan, a Business Research Report, an Industry Analysis, a Company Profile, etc.

Platform Wars Exercise: Visit the following website:

<https://mitsloan.mit.edu/LearningEdge/simulations/platform-wars/Pages/default.aspx>

Read the rules/view the instructional video, play the simulation, and take notes. The exercise report will consist of the following for each year of the simulation (10):

1. What changes, if any, did you make and why?
2. What was the result?

You must also include a final entry with your overall thoughts on what you could have done differently to earn more profit. Any student able to beat the instructor's score will receive extra credit points.

Etudes Discussion Questions: There will be ten Discussion Questions posted within the Etudes Site. You are expected to provide a thoughtful response to the question(s) or topic AND to engage in ongoing discussion with the class when appropriate. Questions and topics will range from case studies within the textbook to responses to a business Podcast.

QUIZZES: There will be ten quizzes given in class during the semester. Quizzes will be multiple-choice and cover the assigned reading.

MID-TERM: The mid-term exam will cover chapters 1-6.

FINAL EXAM: The final will cover the entire content of the course.

Grading Scale

Assignment	Total Points
Personal Introduction Assignment	20
Business Report	100
Platform Wars Exercise	100
Etudes Discussion Questions (10)	200
Quizzes (10)	200
Mid Term	200
Final	200
Total All	1020

A	900+
B	800-899
C	700-799
D	600-699
F	Below 599

Course Agenda

Week	Date	Topic	Due
1	Aug 31	Chapter 1	Personal Introduction
			Quiz 1
2	Sept 7	Chapter 2	Discussion Question 1
3	Sept 14	Chapter 3	Quiz 2
			Discussion Question 2
4	Sept 21	Chapter 4	Quiz 3
			Discussion Question 3
5	Sept 28	Chapter 5	Quiz 4
6	Oct 5	Chapter 6	MID-TERM
7	Oct 12	Chapter 7	Discussion Question 4
8	Oct 19	Chapter 8	Quiz 5
			Discussion Question 5
9	Oct 26	Chapter 9	Quiz 6
			Discussion Question 6
10	Nov 2	Chapter 10	Quiz 7
			Discussion Question 7
11	Nov 9	Chapter 11	Quiz 8
			Discussion Question 8
12	Nov 16		Business Report
13	Nov 23	Chapter 12	Platform Wars Exercise
14	Nov 30	Chapter 13	Quiz 9
			Discussion Question 9
15	Dec 7	Chapter 14	Quiz 10
			Discussion Question 10
16	Dec 14		FINAL EXAM

Instructor has the right to modify or change the chapters and assignments set forth above
IT IS THE STUDENT'S RESPONSIBILITY TO KNOW THE POLICY, PROCEDURES, AND CALENDAR DEADLINES FOR DROPPING A COURSE PROPERLY.