



Division: Business
Course name: Introduction to Business
Section: 8016 / **Semester:** Winter 2015
January 5, 2015 – February 8, 2015

Instructor Name: Dr. Terri McCaskill

School Website: www.wlac.edu

Class location: Online

Class Hours: 10 hrs. 30 min./week

Office Hours: Private Messaging thru Etudes

Instructor E-mail: mccaskta@wla.edu

Welcome

Welcome to Business 001 – Introduction to Business! The goal of this class is to give you the comprehensive preparation you will need to succeed in today's competitive business world. I will introduce you to the core business practices by providing a brief survey of the major functional areas of business including, management, marketing, accounting, finance, economics, and information technology. Additionally, we will address other important concepts such as ethics and social responsibility, forms of ownership, small business and entrepreneurship, and international business. Although I am here to guide you in your learning, your education is ultimately YOUR responsibility. YOU determine your level of success. Successful college students are self-motivated and understand the importance of studying the material, staying prepared, and practicing the skills learned. If you commit to these things, you will succeed in this class. Let's make this an awesome semester!

Course Description:

This course is a survey of the fundamental aspects of all phases of business including entrepreneurship alternative, management/leadership, marketing, accounting, law, financial management and institutions, investing through the securities market, and challenges facing global markets. **NOTE:** Business majors are advised to take this course as a foundation. Students considering business as a major should also take this course.

Required Text

Foundations of Business, 4th Edition

William M. Pride, Robert J. Hughes, Jack R. Kapoor

ISBN: 978-1-285-19394-6

The book is available in the West L.A. bookstore, as well as online at Amazon.com and other retailers.

Course Objectives:

After completing this course, students should be able to understand the following:

- The business environment including social responsibility and global business
- Business ownership and entrepreneurship
- The management and organization of a business
- Human resource management
- Marketing
- Information, accounting, and finance

Student Learning Outcomes (SLO)

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

Course Requirements and Assignment Guidelines

1. **Concept Checks** – There are several concept check questions listed in the margins throughout each chapter. Complete the selected concept check questions, and record your answers in the Assignments, Tests, and Surveys section of Etudes. Your assignment will be automatically graded. These assignments are equivalent to chapter quizzes.
2. **Discussion Posts** – You are required to post weekly responses to various topics related to the “Running a Business” series at the end of each chapter. The posts should be written in paragraph form using complete sentences. Please explain and support your responses with facts or personal stories. Please utilize internet etiquette when posting responses. Refrain from making sensitive, revealing, private, or inappropriate comments.
3. **Business Plan** – At the end of each part, there is a section entitled “Building a Business Plan”. Complete each part of the business plan as you go throughout the course. You will not submit your business plan in its entirety until the end of the class.
4. **Final Examination** - The final examination is cumulative and will consist of material presented in the chapters.

Please see below for the grading scale for the above course requirements.

Grading

Assignment Category	# of Assign.	Points Per Assignment	Total Points
Introduction	1	20	20
Concept Checks	16	20	320
Discussion Posts – Running a Business	6	10	60
Business Plan	6	100	600
Final Exam	1	100	100
Grand Total	30	-	1100

940 – 1100	A
830 – 939	B
720 – 829	C
610 - 719	D
609 and below	F

Schedule of Assignments			
<u>Week</u>	<u>Part</u>	<u>Course topics</u>	<u>Assignments</u>
(#1) Jan. 5 – 10, 2015	Part 1 – The Environment of Business	Chapter 1 – Exploring the world of Business and Economics Chapter 2 – Being Ethical and Socially Responsible Chapter 3 – Exploring Global Business	a. Answer the Concept Check questions in each chapter b. Post answers to Running a Business: Part 1 c. Complete Building a Business Plan: Part 1
(#2) Jan. 11 – 17, 2015	Part 2 – Business Ownership and Entrepreneurship	Chapter 4 – Choosing a Form of Business Ownership Chapter 5 – Small Business Entrepreneurship, and Franchises	a. Answer the Concept Check questions in each chapter b. Post answers to Running a Business: Part 2 c. Complete Building a Business Plan: Part 2
(#3) Jan. 18 – 24, 2015	Part 3 – Management and Organization	Chapter 6 – Understanding the management Process Chapter 7 – Creating a Flexible Organization Chapter 8 – Producing Quality Goods and Services	a. Answer the Concept Check questions in each chapter b. Post answers to Running a Business: Part 3 c. Complete Building a Business Plan: Part 3
(#4) Jan. 25-31, 2015	Part 4 – Human Resources	Chapter 9 – Attracting and Retaining the Best Employees Chapter 10 – Motivating and Satisfying Employees and Teams	a. Answer the Concept Check questions in each chapter b. Post answers to Running a Business: Part 4 c. Complete Building a Business Plan: Part 4

<p>(#5) Feb. 1 – 7, 2015</p>	<p>Part 5 – Marketing Part 6 – Managing Information, Accounting, and Finance</p>	<p>Chapter 11 – Building Customer relationships Through Effective Marketing Chapter 12 – Creating and Pricing Products that Satisfy Customers Chapter 13 – Distributing and Promoting Products Chapter 14 – Understanding Information and e-Business Chapter 15 – Using Accounting Information Chapter 16 – Mastering Financial Management</p>	<p>a. Answer the Concept Check questions in each chapter b. Post answers to Running a Business: Part 5 & 6 c. Complete Building a Business Plan: Part 5 & 6</p>
<p>Feb. 8, 2015</p>	<p>Business Plan Final Exam</p>	<p>Business Plan Final Exam</p>	<p>Email to mccaskta@wla.edu Complete final exam</p>

Class/College Policies

Attendance

Students are expected to attend all classes for which they are registered, to be prompt, and to remain in class/lab for the entire time. Students who are unable to attend class regularly, regardless of the reason or circumstance, should withdraw from the class. Instructors may drop a student from a class whenever a student is absent more hours than the number of hours the class meets per week.

Withdrawal from class can affect eligibility for federal financial aid.

Dropping a Class

Students wanting to drop a class should drop online at www.wlac.edu, click “For Students,” then “Student Informational System.” Students who stop attending a class are responsible for withdrawing from the class to prevent being issued a failing “F” grade in the class.

Academic Integrity

Students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others’ academic endeavors. When there is evidence of cheating or plagiarism in classroom work, the instructor may assign a failing grade, “F,” or zero points to the examination or assignment in which the alleged cheating or plagiarism occurred. Before a substandard grade is issued the instructor will provide the student with supporting documentation of the plagiarism or cheating charge. Instructors have the authority to use plagiarism-detecting instruments such as “Turn It In” to detect academic dishonesty.

Forms of Behavior which Violate Academic Integrity

- **Cheating.** Using any materials or devices or strategies, which provide undue advantage on any exam, assignment, activity, or other method of assessment for a course. This includes, but is not limited to, looking at another student’s exam, using phones or other communication systems to text message during exams, taking pictures or images of exams, talking with others during exams, using the Internet to find information, or any other system of inappropriate “help.” Exams are to be measures of what YOU, as an individual, have learned.
- **Collaboration.** Working together on projects, papers, exams, or other forms of assessment, which are to be completed individually.
- **Plagiarism.** Taking anyone else’s work as one’s own. Presenting another’s words, ideas, forms of expression, materials, or labor without proper citation, referencing, and declaration that the material originated outside the student’s own work.

For assistance with classroom projects, papers, and assignments, please visit the Learning Skills Center, HLRC.

Students may refer to the College Catalog or the online student orientation at www.wlac.edu; click “Counseling, Assessment and Orientation,” then scroll down to “Orientation” for complete details regarding the aforementioned policies.

Electronic Mail

Electronic mail is the official method of communication for delivery of college information. Student email addresses will be recorded in the college's electronic directories and records. If you need to update an email address, visit www.wlac.edu, click "For Students," then "Student Information System." Once you log in, you can change your email by clicking "edit" at the top of the page next to your email address.

Campus Resources

Office of Disabled Student Programs and Services (DSP&S)

Student Services Building (SSB) 320 | (310) 287-4450.

West Los Angeles College recognizes and welcomes its responsibility to provide an equal educational opportunity to all disabled individuals. The Office of Disabled Students Programs and Services (DSP&S) has been established to provide support services for all verified disabled students pursuing a college education. DSP&S students may qualify for: priority registration, registration assistance, special parking permits, sign language interpreters and assistive technology (WLAC College Catalog).

Instructional Support (Tutoring) & Learning Skills Center

Heldman Learning Resources Center (HLRC) | (310) 287-4486

Improve your reading, language, vocabulary, spelling, math fundamentals and chemistry knowledge with convenient, self-paced computer-aided courses in the Learning Skills Center. Increase your knowledge and learning success: sign up for tutoring in various college subjects (WLAC College Catalog).

Library Services

Heldman Learning Resources Center (HLRC) | (310) 287-4269 & (310) 287-4486

The WLAC Library provides instruction on how to use the online catalog, periodical and research databases. In addition to a large collection of books, periodicals and videos the WLAC Library has course textbooks which students may use while in the Library. Web access is available in LIRL as well as meeting rooms. The upper floors provide a beautiful view ideal for study (WLAC College Catalog).