



Division: Business

Course Name: Business 001 – Introduction to Business

Section: 0444 / **Term:** Spring 2015

Instructor Name: Rick H. Boone

Class Hours: Tues / Thur

11:10am – 12:35pm

School Website: www.wlac.edu

Address: 9000 Overland Ave, Culver City, 90230

Classroom: SC 106

Office Hours: By Appointment

Instructor Email: BooneR@wla.edu

Course Description: Business 001

Catalog: CSU (3 Units)

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

Required Texts

Foundations of Business, 4th Edition by Pride, Hughes & Kapoor, 2015

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

Course Objectives & Student Learning Outcomes

- Provide 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 these various forms of businesses (sole-proprietor, partnership, small business and corporation) 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.
- SLOs: 1. Produce a Business Report;
2. Analyze a business situation; recommend a plan for improvement;
3. Apply legal/ethical principles in business decision-making.

Institutional Student Learning Outcomes

- **Critical Thinking:** Analyze problems by differentiating fact from opinions, using evidence, and using sound reasoning to specify multiple solutions and their consequences.
- **Technical Competence:** Utilize the appropriate technology effectively for informational, academic, personal, and professional needs.
- **Ethics:** Practice and demonstrate standards of personal professional integrity, honesty and fairness; apply ethical principles and submission of college work.

Program Student Learning Outcomes

- Investigate and assess the business model and industry position of an organization, including articulation of its mission statement, marketing strategy and implementation approach.
- Use current and emerging technologies to create, document, analyze and manipulate data that supports management of business operations (Technical Skills).
- Comply with anti-trust laws and regulatory statutes to understand and maintain one's ethical and professional practices.

Course Requirements and Assignment Guidelines

Participation

During class meetings, students will participate in group discussions and team activities. Students are expected to act appropriately and be engaged during discussion to earn the appropriate points.

Quizzes

Students will complete a chapter quiz for each chapter discussed in class. Quizzes are due by email prior to 11:59pm Sunday each week.

Projects

Using tools learned in class and in your textbook, students will create 6 successive parts of a business plan. Each part is due as detailed in the Class Schedule. The complete Business Plan will be due in Week 16.

Current Topic

Using a quality research source, read an article regarding business (past, current, future) and spend 2-3 minutes “presenting” what you learned to the class. Some examples of a quality source are: print newspaper, professional journal (Harvard Business Review, LA Business Journal, OC Business Journal, etc.), established news website (Huffington Post, BBC, CNN, etc.).

Late Assignments

Students will be given ample time to complete assignments, therefore late assignments will be accepted only in extreme, documented circumstances, as seen appropriate by your teacher.

Grading

Assignment	# of Assignments	Points per Assign	Total Points	% of Total Grade
Participation	30	1	30	10.7%
Quizzes	15	5	75	26.7%
Business Plan	4	15	60	21.4%
Bus. Plan Final	1	10	10	3.5%
Current Topic	1	5	5	1.7%
Mid-Term	1	50	50	17.8%
Final	1	50	50	17.8%
Grand Total			280	
100% - 90% = A , 89% - 80% = B , 79% - 70% = C , 69% - 60% = D , 59% - 0% = F				

Class Policies

Attendance

Because class discussions and group work are an integral part of this course, attendance is mandatory. Up to 3 absences are allowed. After that, you could be dropped. Students are expected to attend every class meeting, to arrive on time and stay throughout the class period. **Excessive absences will lower your grade, as well as walking in and out of class.** Students may be dropped from class for excessive tardiness, or for failure to attend class the first day or during the entire first week of the class.

Leaving/Returning to Class

When you arrive to class, make sure you have used the restroom, had a chance to eat, check your messages, etc. Walking in and out of class is rude and disruptive. If you need to leave early, or have

some other problem, you need to notify me in advance. **Any student who makes a habit of walking in and out of class may be asked to leave the class.**

Preparedness

You are expected to arrive on time. You will come to each class session prepared. You will have your books, binder, pens/pencils, any work that is due, and you will be prepared to discuss all readings/assignments.

Cell Phones, Technology, etc.

Turn them off and put them away when class begins! Although it may not seem possible, you CAN survive without talking and texting on your cell phone, or listening to music, for an hour and a half. Talking and texting not only distract you, but they are a distraction for me and your peers. Distractions interrupt/disrupt the class and I will not tolerate interruptions. **You will be asked to leave if this occurs.**

Contacting Me

Email is the best way to contact me. My email is on my phone, laptop, etc., but please understand that I may not be able to respond to you immediately. I commit to responding to you within 48 hours. **If you have a problem, do not let it snowball; Contact me immediately!**

College Policies

Academic Integrity (Plagiarism)

In accordance with code 9803.28, **academic dishonesty is prohibited and will not be tolerated in this class.** Violations of academic integrity include, but are not limited to, the following actions: cheating on an exam, plagiarism, working together on an assignment, paper or project when the instructor has specifically stated students should not do so, submitting the same term paper to more than one instructor, or allowing another individual to assume one's identity for the purpose of enhancing one's grade. Academic dishonesty of any type, such as cheating or knowingly furnishing false information, by a student provides grounds for disciplinary action by the instructor or college. In written work, no material may be copied from another without proper quotation marks, footnotes, or appropriate documentation.

Plagiarism will result in a zero for the assignment, possible dismissal from the class and disciplinary action from the college. You will not receive credit for any essay missing previous drafts, citations and/or a Works Cited page.

Student Conduct

According to code 9803.15, disruption of classes or college activities is prohibited and will not be tolerated. Refer to the catalog and the Standards of Student Conduct in the Schedule of Classes for more information.

Recording Devices

State law in California prohibits the use of any electronic listening or recording device in a classroom without prior consent of the instructor and college administration. Any student who needs to use electronic aids must secure the consent of the instructor. If the instructor agrees to the request, a notice of consent must be forwarded to the Vice President of Academic Affairs for approval.

Campus Resources

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

Heldman Learning Resources Center (HLRC), Room 119. 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.

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.

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.

Class Schedule

Week	Date	Day	Course Topics	Chp	Due Sun by 11:59pm
1	2/10	Tues	Exploring the World of Business and Economics	1	-Chapter 1 Quiz
	2/12	Thurs			
2	2/17	Tues	Being Ethical and Socially Responsible	2	-Chapter 2 Quiz
	2/19	Thurs			
3	2/24	Tues	Exploring Global Business	3	-Chapter 3 Quiz
	2/26	Thurs			
4	3/3	Tues	Choosing a Form of Business Ownership	4	-Chapter 4 Quiz -Business Plan-Part 1
	3/5	Thurs			
5	3/10	Tues	Small Business, Entrepreneurship, and Franchises	5	-Chapter 5 Quiz
	3/12	Thurs			
6	3/17	Tues	Understanding the Management Process	6	-Chapter 6 Quiz -Business Plan-Part 2
	3/19	Thurs			
7	3/24	Tues	Creating a Flexible Organization	7	-Chapter 7 Quiz
	3/26	Thurs	Producing Quality Goods & Services	8	-Chapter 8 Quiz -Prep for Midterm
8	3/31	Tues	Campus Closed: Cesar Chavez Day		
	4/2	Thurs	Midterm: Chapters 1-8		
9	4/7	Tues	CAMPUS CLOSED: SPRING BREAK		
	4/9	Thurs			
10	4/14	Tues	Attracting and Retaining the Best Employees	9	-Chapter 9 Quiz
	4/16	Thurs			
11	4/21	Tues	Motivating and Satisfying Employees and Teams	10	-Chapter 10 Quiz
	4/23	Thurs			

12	4/28	Tues	Building Customer Relationships Through Effective Marketing	11	-Chapter 11 Quiz -Business Plan-Part 3
	4/30	Thurs			
13	5/5	Tues	Creating and Pricing Products That Satisfy Customers	12	-Chapter 12 Quiz
	5/7	Thurs			
14	5/12	Tues	Distributing and Promoting Products	13	-Chapter 13 Quiz
	5/14	Thurs			
15	5/19	Tues	Exploring Social Media and e-Business	14	-Chapter 14 Quiz
	5/21	Thurs			
16	5/26	Tues	Using Management and Accounting Information	15	-Chapter 15 Quiz -Business Plan-Part 4
	5/28	Thurs			
17	6/2	Tues	NO CLASS		-Final Business Plan due Thurs by 11:59pm
	6/4	Thurs	Final Exam: Chapters 9-15		

*Class schedule, assignments and syllabus are subject to change