



Division: Business

Course name: Business 1 – Introduction to Business – 3 Units (UC;CSU)

Section: 8037 (online) / **Semester:** Spring 2014

Instructor: Mrs. Laurin

Instructor Email: mrsLaurin@msn.com

Instructor Response: 24 hours or less

Class Starts: 02/10/2014

Class Ends: 04/06/2014

Catalog Description

Students who are business majors or who are considering a change to that major are advised to take this course as a foundation. It 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. *Prerequisite: None*

Student Objectives

Upon successful completion of this course, students will be able to...

Examine the fundamentals of business organizations.

Distinguish the several forms of business organizations, how to enter and exit them, advantages and disadvantages of each.

Evaluate the business application of the basic principles of business formation.

Recognize and compare concepts of business ethics and social responsibility.

Discuss the private enterprise system in the US and the global markets.

Illustrate how a business is organized; identify types of entrepreneurs; summarize the process of starting a new venture.

Define management and leadership; summarize the benefits of strategic planning, tactical planning and operational planning; identify corporate culture, and management in the chain of responsibility.

Explain marketing and the value of customer satisfaction; outline the steps in a market strategy; perform market research using segmentation of consumer and business markets.

Describe and identify business information system programs; explain the steps that companies go through when anticipating, planning for, and recovering from information system disasters.

Compare the two major sources of funds for a business; distinguish between short-term and long-term funds; identify the functions performed by financial managers; interpret financial statements; describe the major financial system and institutions.

Course Student Learning Outcomes (SLOs)

This course will facilitate the following Student Learning Outcomes (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.

Required Textbook

Required Textbook: *Foundations of Business*, 3rd edition, by William M. Pride; Robert J. Hughes; Jack R. Kapoor, ISBN 978-1-111-58015-5

Course Requirements and Assignment Guidelines

1. Required Readings: Online modules 1-8 and textbook chapters 1-16.
2. Modules tool (see left menu in ETUDES): This course consists of six parts that coincide with the *parts* of the textbook. Each module in ETUDES covers one *part*. One module opens each week at 6:00 AM Monday and closes at 11:59 PM the following Sunday. An assignment, quiz, and discussion are due each week, except weeks one and eight (see course schedule). Each week's work must be completed by Sunday night at 11:59 p.m. Late work will not be accepted.

Week one is an introduction week. Take time to become familiar with ETUDES, read the introductory module, purchase your textbook, take the syllabus/schedule quiz, and post your introduction in the Discussion and Private Messages tool (see left menu in ETUDES). Starting with week two, one module will open each week.

3. Assignments, Tests and Surveys tool (see left menu in ETUDES):

All work must be original and in student's own words to earn credit. Do not copy directly from the book or cut-and-paste information directly off the Internet.

Case studies—Case studies are due each week, except for the opening and closing weeks. Case studies are not timed; however, they must be completed during the seven day period as listed on the course schedule. Up to 20 points can be earned on these weekly cases.

Chapter quizzes—One textbook chapter quiz is due each week, except for the opening and closing weeks. Quizzes are timed at 60 minutes and must be completed during the seven day period as listed on the course schedule. Each quiz includes textbook reading material from one chapter. Quizzes consist of multiple-choice questions. Up to 10 points can be earned on each chapter quiz.

Final Project—A final project is assigned. This project will open the fourth week of class and close the final day of the semester. It is strongly recommended that you work on the project through the second half of the eight-week class period. The final project will be graded after the course ends. Up to 42 points can be earned on the project.

4. Discussion and Private Messages tool (see left menu in ETUDES): This class includes a weekly discussion requirement. Be supportive of others in our learning community. It is important to share your experiences, ideas, and skills with others throughout our time together.

IMPORTANT: Contribute to discussions by Thursday night at 11:59 p.m. to allow others the opportunity read, reflect, and respond to your posts. By Sunday night at 11:59 p.m., respond to at least three classmates' posts with comments to expand the discussion.

A total of six points can be earned on weekly discussions as follows:

	Unsatisfactory 0 points	Satisfactory 1 point	Exemplary 2 points
Quality of Postings	Posting is not relevant to the topic.	Posting is relevant but brief; critical thinking is not evident.	Posting is relevant, clear, and thorough; critical thinking is evident.

	Unsatisfactory 0 points	Satisfactory 1 point	Very Good 2 points	Exemplary 3 points
Responses	Zero responses to classmate's posts.	One response to classmate's post.	Two responses to classmates' posts.	Three or more responses to classmates' posts.

	Satisfactory 1 point
Timeliness	Original posting is made before Thursday night at 11:59 p.m.

Grading Scale

A = 90-100%	243 – 270 points
B = 80-89%	216 – 242 points
C = 70-79%	189 – 215 points
D = 60-69%	162 – 188 points
F = below 60%	below 162 points

Methods of Evaluation

Assignment	Detail	Points
First Week Introduction/Syllabus Quiz	2 at 6 points	12
Case Studies	6 at 20 points	120
Quizzes	6 at 10 points	60
Discussions	6 at 6 points	36
Final Project		42
Total		270

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.

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 (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).

Begin Date	Textbook Part and Title	Required Readings	Assignments	Due Dates
Feb 10	Orientation	Introduction Module	Post Your Introduction – 6 points Syllabus/Schedule Quiz - 6 points	Feb 18*
Feb 17	PART 1 THE ENVIRONMENT OF BUSINESS	Chapters 1, 2 & 3	Discussion Chapter 1 – 6 points Quiz Chapter 2 – 10 points PART 1 Case Studies – 20 points	Feb 23
Feb 24	PART 2 BUSINESS OWNERSHIP AND ENTREPRENEURSHIP	Chapter 4 & 5	Discussion Chapter 4 – 6 points Quiz Chapter 5 – 10 points PART 2 Case Studies – 20 points	Mar 2
Mar 3	PART 3 MANAGEMENT AND ORGANIZATION	Chapter 6, 7 & 8	Discussion Chapter 6 – 6 points Quiz Chapter 7 – 10 points PART 3 Case Studies – 20 points	Mar 9
Mar 10	PART 4 HUMAN RESOURCES	Chapter 9 & 10	Discussion Chapter 9 – 6 points Quiz Chapter 10 – 10 points PART 4 Case Studies – 20 points	Mar 16
Mar 17	PART 5 MARKETING	Chapter 11, 12 & 13	Discussion Chapter 11 – 6 points Quiz Chapter 12 – 10 points PART 5 Case Studies – 20 points	Mar 23
Mar 24	PART 6 MANAGING INFORMATION, ACCOUNTING, AND FINANCE	Chapter 14, 15 & 16	Discussion Chapter 14 – 6 points Quiz Chapter 15 – 10 points PART 6 Case Studies – 20 points	Mar 30
Mar 31			Final Project – 42 points	Apr 6

*Extension due to holiday weekend.

Please note that this syllabus is subject to change.