



SYLLABUS

Business 1- Introduction to Business

West Los Angeles College

Fall 2014

September 2 to December 21, 2014

Course Title: Business 001- Introduction to Business, Section #0444

Term: Fall 2014

Days, Hours, Location: Tuesdays and Thursdays, 9:35-11:00 a.m. SC-106

Office Hours: Tuesdays and Thursdays-11:10-11:25 a.m.

Instructor: Professor Enciso Givhan, MBA "Professor G"

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 lamaestra19@gmail.com

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.

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!

The Team Project: Mini-Company Analysis

Students will produce a mini-analysis of a publicly-traded corporation and present key aspects of the report during the last week of the course. Key components of the project will be completed throughout the term. In addition to scheduled classwork, students will be required to meet outside of class to complete the project.

Course Grades Calculated as Follows:

Chapter Assignments	1000 points**
Discussion Forums 4@20 points each	80 points
Quizzes 16@10 points	160 points
In-Class Team Activities:	180 points
Team Presentation and Project	200 points
Objective Final Examination	100 points
Total Points	1,720

Grading Percentages

A = 90%	1,548+
B= 80-89% =	1,376-1,547
C= 70-79% =	1,204-1,375
D= 60-69% =	1,032-1,203
Fail=	1,031 points and below

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

ALL COURSE GRADES ARE FINAL.

Additionally, students will develop the following self-awareness principles as a result of completing the above outlined 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."*

Etudes Site Locations for Student Work

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 podcasts 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.

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: September 2

Introduction to Class/Overview/Etudes Overview/Administrative business

Review syllabus, course format, structure, and student expectations

College Resources for Writing Assistance and Academic Development

Chapter One: Exploring the World of Business and Economics

Quiz #1

See Etudes for assignment and quiz.

Week Two: September 9

Chapter 2: Being Ethical and Socially Responsible

Quiz #2- Online

Discussion Forum #1

See Etudes for assignment and quiz.

Week Three: September 16

Chapter 3: Exploring Global Business

Quiz #3

Discussion Forum #2

See Etudes for assignment and quiz.

Week Four: September 23

Chapter 4: Choosing a Form of Business Ownership

Quiz #4

Personal SWOT Analysis/ Business Analytical Tools: PESTLE & SWOT

Week Five: September 30

Chapter 12: Creating and Pricing Products That Satisfy Customers

Discussion Forum #4

Quizzes 11 and 12

In-Class Team Activity

Team Project Draft #2: Marketing Strategies

Week Eleven: November 11

Chapter 13: Distributing and Promoting Products

Chapter 14: Understanding Information and E-Business

Quizzes 13 and 14

In-Class Team Activity

Week Twelve: November 18

Chapter 15: Using Accounting Information

Chapter 16: Mastering Financial Management

Quizzes 15 and 16

In-Class Team Activity

Week Thirteen: November 25

Team Project Draft #3a: Profitability, Short-Term, and Activity Ratios

Team Project – Library

Week Fourteen: December 2

Team Project Draft # 3b: Competitor Data Analysis

Team Project – Library

Week Fifteen: December 9

Team Project Draft #4: Power point Slides