

Syllabus Fall Semester 2014'  
Introduction to Business/Bus 001 **Section 8005**  
**Online (8-week Accelerated Course)**

West Los Angeles College 9000 Overland Avenue Culver City, California 90230  
Todd Matosic, Instructor, BA, MBA Email: [matosit@wlaac.edu](mailto:matosit@wlaac.edu)  
(Office Hours Wednesdays 1:35-2:15pm...Etudes Site / Chat Forum)

**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.

**COURSE TEXT:** *Foundations of Business/*: by Pride/Hughes/Kapoor /Edition 3 copyright 2012 - Available at the at the campus bookstore or online from select online book vendors.  
**ISBN-10:** 976-1-111-58015-5 **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.

**Course SLOs (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 SLOs (Student Learning Outcomes):**

1. Analyze financial operations of a typical business.
2. 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)
3. 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:** Coming to class is crucial to your learning experience. 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. No iPods are allowed in class, any cell phone brought to class must be powered off during class. Any student wishing to make a call must make the call prior to or after class...no exceptions.

### **GRADING AND EVALUATION**

The class will be composed of chapter readings, chapter exercises, classroom group discussion exercises, exams/quizzes homework/Internet assignments.

**For certain semesters, a modified version of the requirements may be made.**

**A=900 points or more, B=800-899 points, C=700-799 points, D=600-699 points, F=599 points or below**

**COURSE ASSIGNMENTS:** 10 Quizzes (200 points), Midterm Exam (200 pts), Final Exam (200 points), Business Improvement Plan Assignment (100 points), Business Research Report (100 pts), Business Plan (100 points) (Etudes Discussion Questions 100 points) The first ten chapters will need your input.

**INCOMPLETE:** If you want to request an "I" (Incomplete), you must advise me as soon as possible and discuss the terms for getting it and for its removal.

**FINAL GRADE:** The final grade will be determined by adding points received for online attendance/participation, quizzes, exams, projects, and all work required during the semester. See above for description of point values for grades A-F.

Week of September 1st	(Chapter 1&2)	(2 quizzes to take, discussion questions due/both chapters)
Week of September 8th	(Chapter 3&4)	(2 quizzes to take, discussion questions due/both chapters)
Week of September 15th	(Chapter 5&6)	(Quiz 5 on Ch 5&6, discussion questions due)
Week of September 22rd	(Chapter 7&8)	(Midterm Exam on Chapters 1-8, discussion questions due)
Week of September 29th	(Chapter 9&10)	(2 quizzes to take on Chapters 9 and 10, Business Improvement Plan Due)
Week of October 6th	(Chapter 11)	(Quiz 8 on Ch 11 discussion questions due)
Week of October 13th	(Chapter 12)	(Quiz 9 on Ch 12 discussion questions due)
Week of October 20th	(Chapter 13&14)	(Quiz 10 on Chapters 13 &14, Business Research Report Due)
Week of October 27th		Final Exam (Chapters 1-14) Business Plans Due

**\*This course is 8 weeks and is all online in a virtual classroom setting, there are no actual meeting times in person.**

**ADA Reasonable Accommodations:** 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 @ 310-287-4450.