

WEST LOS ANGELES COLLEGE

Class Syllabus

BUSINESS 001 Fall 2014
Introduction to Business
3 Units transferable class, UC & CSU

Section Number 3440
Class Room GC 150
Monday, 6:45 pm – 10:00 pm

CONTACT INFORMATION

Instructor: DM Fuller
Office Hours: Monday
6:00 pm – 6:30 pm, or by appointment
Email: fullerdm@wlaac.edu

TEXTBOOK: Foundations of Business, 4th Edition

William M Pride
Robert J. Hughes
Jack R. Kapoor
ISBN: 978-1-285-19394-6
Price: New \$93.72
Rental \$50.10

Please Note: Textbook is Required

Suggested Reading: Wall Street Journal, Business Week magazine, newspaper, and articles pertaining to the economy, business, ethics and other related topics.

Course Description:

This course is designed to provide knowledge of the broad field of business. The course will cover: (1) the business environment, (2) business ownership, (3) managing organizations, (4) marketing management, and (5) accounting and finance.

Course Objectives:

After successfully completing this course, you will understand:

1. The different forms of business organizations and their advantages and disadvantages.
2. The importance of making ethical decisions and corporate social responsibility.
3. The importance of the global marketplace and necessity of competing globally.
4. The elements necessary for managing a business and application of the elements in a day-to-day operation.
5. The importance and use of financial reports and accounting information.
6. Motivating and empowering employees to increase productivity.
7. Human resource management and the impact on employee performance.
8. Types of economic systems and impact on the business environment.
9. Understanding of the management process and skills of successful managers.

Institutional Learning Outcomes:

This course is designed to comply with the following West Los Angeles College Student Learning Outcome (SLO'S).

- A. Critical thinking: Analyze problems by differentiating fact from opinions, using evidence, and using sound reasoning to specify multiple solutions and their consequences.
 - In research for essays, analyze published material for factual information; distinguish fact from opinion using evidence.

- B. Communication: Effectively communicate thought in clear, well-organized manner to persuade, inform and convey ideas in academic, work, family, and community setting.
 - In research papers and class discussions present points of view clearly and decisively.

- C. Technical competence: Utilize the appropriate technology effectively for information, academic, personal and professional needs.
 - Research for essay will include relying on internet based research and published materials. Research essays are to be word processed.

- D. Ethics: Practice and demonstrate standards of personal and professional integrity, honesty, and fairness; apply ethical principles in submission of all college work.
 - Write research paper documenting your sources.

*Information on topics and format will be available in October.

Students with disabilities who believe they may need accommodations in the class are encouraged to contact Disabled Students Programs and Services located in SSB 320, phone number is (310) 287-4450, as soon as possible, to better ensure such accommodations are implemented in timely fashion.

Academic Integrity

Plagiarism is prohibited and may result in a failing grade on the assignment and failing grade in the course.

Class Format

Pre-class reading, instructor presentation, class participation in discussion, review, weekly quiz, research and write essays, pre-test review, mid-term and final exam.

Instructional Method

1. In preparation and prior to class, student is to read the assigned chapters which will be discussed in class.
2. Instructor presentation with note-taking and class participation in discussion is very important. Students are to be prepared to participate in the discussion and respond to questions.
3. In preparation for the weekly quiz, student is to review the main points covered and stressed in the previous week's discussion.
4. Short review of chapters discussed the previous week with attention to the areas of the text stressed in the class discussion.
5. Weekly ten question quiz on the chapters discussed the previous week.
6. Encourage listening and watching the business news, reading Wall Street Journal, Business Week, newspapers, etc. and sharing the information which relates to business/economy with the class.
7. Research/essay assignments and prepare essay for submission.
8. Review for mid-term/final exam.
9. Mid-term/final exam.

Attendance Policy

You are expected to be on time, present and seated in the classroom for the entire class. You will have a fifteen minute break mid class period. Attendance is taken at the beginning and end of class and if warranted after the fifteen minute break. If you are late arriving, please be considerate and take a seat in the back of the classroom. Should you need to leave the classroom because of necessity, please leave the classroom quietly and return promptly. If you are unable to attend class because of illness or an emergency please contact a fellow classmate or myself for information on class assignments. If you stop attending class, you are responsible for withdrawing from the class with the admissions office. Failure to do so will result in an F grade.

Please Note: Excessive absences can result in being excluded from the class.

Class Conduct

- Cell phones, pagers and any other electronic communication and entertainment devices must be turned off prior to class and left off.
- Text messaging is not allowed during class.
- Food and beverages are not allowed in the classroom.
- Personal conversations and note passing is disruptive to the class and is not allowed.
- The "WLAC Standards of Student Conduct" can be found in the Fall 2014 Schedule of Classes pp. 114-115.

Grading Policy

The average of your ten highest scores on your weekly quizzes, mid-term exam, final exam, research paper, attendance and participation in class discussions determine the final grade. Should you have any questions on the grading policy or concerns about your grade status during the semester, please discuss your concerns with me.

Grading Scale

Grade	Range
A	90-100
B	80-89
C	70-79
D	60-69
F	59 and below

Grade Grid for Business 1

Weekly Quizzes best 10 @ 100 points each	= 1,000
Mid-Term Exam	100 Points = 100
Research Paper	100 Points = 100
Final Exam	100 Points = 100
Participation/Attendance	150 Points = 150
TOTAL Points Possible	= 1,450

Class Grade

A	= 1290 and above
B	= 1289-1150
C	= 1149-1010
D	= 1009-870
F	= below 870

Quizzes and Exams

Weekly Quizzes

- Weekly ten question true/false quiz
- No makeup quiz available for the weekly quiz
- The average highest scores of ten quizzes will be used in determining your weekly quiz grade average.
- Prior to the weekly quiz there will be a brief review of the areas to be included in the quiz.
- You must be in the classroom at the time quiz is given.
- In preparing for the quiz, review the material and key terms discussed in class.
- Ten questions @ ten points per question = 100 points per quiz

Midterm/Final Exam

- Fifty question true/false test
- Midterm will include material covered – chapter 1 thru chapter 7 and appendix.
- Final will include material covered in chapter 8 thru chapter 16.
- Prior to exam there will be a review of the material to be included in the test.
- You may schedule a make-up exam for the midterm or final exam when extenuating circumstances exist, i.e. illness, family emergency. I must be notified as soon as possible, prior to the date of the exam or no later than two days after the scheduled date of the exam.

Research Paper

- Research will include relying on both internet based research and publications.
- Document sources in works-cited list.
- Paper is to be word processed.
- Include a title page.
- Submit research paper in a secured binder.

Useful Information and Tips which may be helpful

- You may wish to exchange contact information with several classmates, i.e. e-mail address and/or phone number.
- If absent from class, contact a classmate or instructor to verify class assignment for the coming week or other changes to the class assignment schedule.
- If you are unable to attend class, assignments which are due or notes may be left with the Reprographic Office located in B1-103.
- For maximum benefit from the class, read class assignments prior to class, and be prepared to participate in class discussion.
- Be early; be seated and ready for class to begin.
- You may wish to use a pencil or marker to highlight the main topics covered during class presentation.
- 2014 Fall Schedule of Classes
 - o Service for Students pp. 112-113
 - o Policies pp. 116-119
 - o Students Rights and Legal Protections pg. 120

Class Assignments

Date	Ch.	Topic
9/08		Orientation Question and Answer
	1	Exploring the World of Business and Economics
9/15	2	Being Ethical and Socially Responsible
	3	Exploring Global Business Review and Chapter 1 Quiz
9/22	4	Choosing a Form of Business Ownership Review and Chapter 2 Quiz and Chapter 3 Quiz
9/29	5	Small Business, Entrepreneurship and Franchises
	6	Understanding the Management Process Review and Chapter 4 Quiz
10/06	7	Creating a Flexible Organization Review and Chapter 5 Quiz and Chapter 6 Quiz
10/13		Review and Chapter 7 Quiz Review for Midterm Exam
10/20		Midterm Exam
	8	Producing Quality Goods and Services
10/27	9	Attracting and Retaining the Best Employees
	10	Motivating and Satisfying Employees and Teams Review and Chapter 8 Quiz
11/03	11	Building Customer Relationships Through Effective Marketing Review and Chapter 9 Quiz and Chapter 10 Quiz
11/10	12	Creating and Pricing Products that Satisfy Customers Review and Chapter 11 Quiz
11/17	13	Distributing and Promoting Products Review and Chapter 12 Quiz
11/24	14	Exploring Social Media and E-Business
	15	Using Management and Accounting Information Review and Chapter 13 Quiz
12/01	16	Mastering Financial Management Review and Chapter 14 Quiz and Chapter 15 Quiz
12/08		Review and Chapter 16 Quiz Review for Final Exam
		Research Paper/Essay Due
12/15		Final Exam

Please Note: Syllabus and/or class assignment schedule may change during the semester; any changes will be announced in class. If you are absent from class, please contact a classmate or instructor for information. Remember, you are responsible for being aware of any change to the class schedule.

Professional Conduct in Our Classroom Community

The West LA College faculty, staff and administrators are dedicated to maintaining an optimal learning environment and will not tolerate any disruptive behavior in or outside of the classroom or any academic dishonesty. These standards apply to all students.

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

Student wanting to drop a class should drop online at www.wlac.edu, click "For Students," then "Student Information 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.

Special Instructional Accommodation

If there are special accommodations that you require to be successful in this course, please discuss your situation with the professor. To receive accommodations for a special need or disability, students must register with the Office of Disabled Student Program and Services, HLRC. Tape recording of lectures and discussions will not be permitted without the consent of the instructor.

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 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 this material originated outside the student's own work.

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

Standards of Student Conduct

Faculty members are charged with responsibility for building and maintaining a classroom atmosphere conducive to learning. Disruptive, disrespectful, or obstructive behavior will be dealt with in terms specific to this syllabus and in accordance with the LACCD Standard of Student Conduct. Select forms of disciplinary action appropriate to the misconduct may be taken by an instructor when there is evidence that the student's behavior interferes with classroom instruction.

The following types of disciplinary action may be taken by an instructor:

1. **Warning-** A verbal or written notice, given to the student by an instructor. Continuation or repetition of the specified conduct may be cause for further disciplinary action.
2. **Removal by Instructor-** An instructor may remove (suspend) a student from his or her class for the day of the incident and next class meeting. During this period of removal, the student shall not return to the class from which he or she was removed without the permission of the instructor of the class.

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.

Cell Phone and Other Communication Devices (Smartphones, iPhones, Tablets, Etc.)

If you bring any of the above devices to class, be sure to have it in a mode where it will not ring and disturb others. If you have to answer an emergency phone call, please step out of the classroom. Place devices of this type vibrate and never visible during class time.

Classroom and Campus Cleanliness

Please help us keep the classroom and campus ground clean. No food or beverages, except for water, is permitted inside instructional classrooms/labs. Please use the receptacle to dispose of trash prior to entering the classroom.