

BUS 20 – Introduction to Business

Spring 2019 – Section 37968

Cabrillo College – Watsonville Campus

Instructor: William J. Woska, J.D. **Work on Bus. Reports and Critical T. (one per wk)**

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Office Hours: By appointment prior to class.

Course meeting time: Monday & Wednesday – 11:15 a.m. to 12:35 p.m.

Required Textbook: *Better Business, Fifth Edition*, by Michael R. Solomon, Mary Anne Poatsy, and Kendall Martin, (2016), Prentice Hall. ISBN: 978-0-13-452274-6.

Materials Required:

Access to the internet. Business journals and magazines may provide assistance with respect to a better understanding of concepts that will be encountered in this course.

Dropping the class:

If you decide to drop this class, it is required that a drop slip be submitted to the Admissions and Records Office to avoid a failing grade.

Academic Integrity Policy:

Academic integrity means doing academic work in a manner that strives to achieve the learning objectives your courses have set out for you. It means that you follow the rules and procedures prescribed by your instructors so that you acquire the skills and knowledge your courses are designed to give you. It means you engage in ethical practices in taking tests and doing assignments and that you respect intellectual property rights by fully disclosing sources of information that appear in your papers and presentations.

Academic integrity pays off by ensuring that you get the education that you are working and paying for and that all students are playing from a level field. Academic integrity maintains the good reputation of the college and guarantees the value of your education.

Classroom Etiquette:

Every person in the classroom deserves to be treated with respect. Please participate as part of the team in establishing a classroom with an environment where learning is maximized, respectful, productive, and enjoyable. In order to achieve this goal, the following classroom procedures shall apply:

1. **Cell phones and all other electronic devices must be turned off during class.** Do not answer your phone in class. It should be placed in your backpack, purse, or pocket during class. There will be a one grade deduction for each violation of this policy (an “A” grade for the class would become a “B” grade for one violation, a “C” grade for two violations, etc.).
2. Grade restoration – if the cell phone policy is violated and a grade point deducted from the student’s final grade, the student may restore the lost grade point by preparing a research assignment provided by the instructor, with a passing grade, that is a minimum of five typed double-spaced pages, and making a class presentation addressing the research assignment.
3. If an emergency call is expected, the professor must be notified **in advance** prior to class. Instructions will be provided with respect to the matter.
4. It is expected that students will be on time and prepared for each class session.

College Policies:

It is the responsibility of the student to read and follow all policies of the college. An important policy addresses time lines for **adding** or **dropping** classes. If the student elects to drop this class, it is the student’s responsibility to do so using Web-Advisor. Failure to do so within the established deadlines may result in a failing grade or not receiving credit for a class.

Accommodations:

Students needing accommodations should inform the instructor. If you have difficulty seeing or hearing, or mobility difficulty, please let me know so that you can be seated appropriately. This class uses universal design principles and is designed to be as inclusive as possible. As small changes can make a difference between frustration and success, please let me know if you are having difficulty with materials or in class. If you have an accommodations letter, please give me a copy so that we can meet and discuss any accommodations you need to be successful in class. As required by the Americans with Disabilities Act (ADA), accommodations are provided to insure equal access for students with verified disabilities. To determine if you qualify or need assistance with an accommodation, please contact ACCESSIBILITY SUPPORT CENTER, Room 1073, (831) 479-6379.

Course Description:

This course surveys business principles, problems, practices, and procedures. Included is a review of the nature of business, ownership, recruitment, selection, and training of personnel, labor/management relations in a union environment, production and distribution of goods, competition, profits, transportation, finance, government, business relations and the interaction of business with society. 3 units; 3 hours lecture. Recommended preparation: Eligibility for ENGL 100 and READ 100.

Course Content:

- Concept of business
- Business ethics
- Global context
- Business management
- Production, organizing, and distribution
- Employee behavior and motivation
- Leadership
- Decision making
- Human Resource Management
- Labor Relations
- Business Law
- Pricing, distributing, marketing
- Information technology
- Finance

Student Learning Outcomes:

- Compare and contrast the roles, relationships and effects of small and large businesses on society and the environment.
- Assess local, national and global regulatory and competitive environments and develop operational strategies.
- Compare start-up and growth strategies for management of human, financial, and operational resources.

Course Objectives:

Upon satisfactory completion of the course, the student should be able to demonstrate that they:

- Have experienced personal growth and a better understanding of what is involved in beginning and operating a business through classroom assignments, exercises, and projects.
- Have an understanding of basic business principles, concepts, and practices.
- Have developed sensitivity to the significance of a formal labor/management relationship in the operation of a business.
- Understand the many facets involved in marketing and the distinction between products and services.
- Understand the role of information technology (IT) on the business world and the IT resources businesses have at their disposal.
- Understand the financial aspects of business.

Course Plan and Outline:

The course is a combination of lectures, discussion, case studies, team activities, tests, and individual and group presentations with an emphasis on participation. Students will participate as a member of a team with specific assignments in developing and or operating a business. Each team will prepare a term paper and make a presentation concerning the term project.

Requirements and Grading:

Grades will be based on the following evaluation methods:

1. Written assignments (critical thinking and company research exercises).
2. Term project.
3. Participation/presentations.
4. Midterm examinations.
5. Final examination.
6. Letter grades: (500 points maximum)
 - A – 90% + 450 points
 - B – 80 – 89% 400
 - C – 70 – 79% 350
 - D – 60 – 69% 300
 - F – 59% and below - Less than 300

Assignments Related to Grading:

- 150 points – Team project/term paper.
- 100 points – Final examination.
- 150 points – Written assignments:
 - a. Critical thinking exercises (120 points).
 - b. Company research exercise (30 points).
- 100 points – Midterm examinations.
 - a. Week 5 examination (50 points).
 - b. Week 10 examination (50 points).
- Extra credit – 5 point maximum each week – Business reports from *Wall Street Journal*, *The Financial Times*, *Business Week*, *Fortune*, *New York Times*, or other approved journals (presentation and report).

Written Assignments:

All assignments must be typed, double-spaced, on standard sized paper (8.5" x 11") with a one inch margin on both sides (12 pt. New Roman font). Type your name, class, and date in the upper right hand corner, single spaced. A title page is not required. Written classroom assignments must be submitted in black or blue ink. Grammar, spelling, and proper English usage are necessary and will be a factor in grading. Each page should be numbered and include your name. Assignments requiring more than one page must be stapled together. **Late papers are not accepted unless arrangements have previously been made with the instructor.**

<u>Week</u>	<u>Date</u>	<u>Topic</u>
1	January 29, 31	Overview of course. Review syllabus. Review written assignment requirements. Business Basics Chapter 1 – pp. 2 – 25. Business reports.
2	February 5	Economics and Banking. Chapter 2 – pp. 26 – 57. Business reports.
	February 7	Constructing an Effective Business Plan. Mini Chapter 2 – pp. 192 – 199. Appendix pp. 540 – 548. Review term project requirements. Team assignments. Team meetings.
3	February 12	Ethics in Business. Chapter 3 – pp. 58 – 87. Critical Thinking – p. 84.

<u>Week</u>	<u>Date</u>	<u>Topic</u>
	February 14	Business in a Global Economy, Chapter 4 – pp. 88 – 119. Business reports. Critical Thinking – p. 118.
4	February 19	Business Law. Mini Chapter 1 – pp. 120 – 129. Business reports. Team meetings.
	February 21	Small Business and the Entrepreneur. Chapter 5 – pp. 130 – 161. Critical Thinking – p. 159.
5	February 26	Personal Finance. Mini Chapter 5 – pp. 528 – 539. Business reports. Team meetings.
	February 28	Week 5 examination (Chapters 1 – 5),
6	March 5	Forms of Business Ownership. Chapter 6 – pp. 162 – 191. Critical Thinking – p. 189.
	March 7	Business Management and Organization. Chapter 7 – pp. 200 – 225. Business reports. Critical Thinking – p. 223.
7	March 12	Team Exercise Prepare draft – Section 7 (Mgmt.) of Bus. Plan

<u>Week</u>	<u>Date</u>	<u>Topic</u>
	March 14	Motivation, Leadership, and Teamwork. Chapter 8 – pp. 226 – 251. Critical Thinking – p.249.
8	March 19	Research project exercise.
	March 21	Human Resource Management. Chapter 9 – pp. 252– 281. Critical Thinking – p. 279.
	March 25 – 30	Spring Break
9	April 2	HRM (Labor/Management Relations). Chapter 9 – pp. 252 – 281. Business reports. Team meetings.
	April 4	Online Business and Technology. Chapter 10 – pp. 282 – 307. Critical Thinking – pp. 394 – 305. Company research exercise due.
10	April 9	Week 10 examination (Chapters 6 – 10).
	April 11	Production, Operations, and Supply Chain Mgmt. Chapter 11 – pp. 308 – 337. Business reports. Critical Thinking – p. 334.
11	April 16	Team exercise. Prepare draft – Section 9 (Marketing) of Bus. Plan.
	April 18	Business Communications. Mini Chapter 3 – pp. 338 - 347. Team meetings.

<u>Week</u>	<u>Date</u>	<u>Topic</u>
12	April 23	Marketing and Consumer Behavior. Chapter 12 – pp. 348 – 379. Critical Thinking – p. 377.
	April 25	Product Development, Branding, and Pricing Strategies. Chapter 13 – pp. 380 – 409. Business reports. Team meetings.
13	April 30	Promotion and Distribution. Chapter 14 – pp. 410 – 441. Critical Thinking – p. 439.
	May 2	Financing and Accounting for Business Operations. Chapter 15 – pp. 456 – 495. Business reports. Team meetings.
14	May 7	Finding a Job. Mini Chapter 4 – pp. 442 – 455. Critical Thinking – p. 493.
	May 9	Investment Opportunities in the Securities Market. Chapter 16 – pp. 496 – 527. Business reports. Team meetings'
15	May 14	Team presentations. Preparation for team presentations.
	May 16	Team presentations. Business Plan submittal.
16	May 20	Final Examination.

