

El Camino College
Business Division
Course Syllabus – Fall 2011

BUSINESS 25: Introduction to Business

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Meets: Tuesdays, 6:00-9:10 P.M.
Section: 3203
Room: MUSI 205

Recommended Preparation:
Eligibility for English 84.

Course Description:

This course is a survey of organization and management factors influencing the establishment, location, and operation of businesses. This course emphasizes the functional area of accounting as well as the legal framework within which business activities are conducted. The course also emphasizes the principles of Total Quality Management (TQM) in a multicultural and globalized environment.

Course Objectives and Student Learning Outcomes:

At the conclusion of this course, students will be able to:

1. Compare and contrast the three basic forms of business ownership.
2. Distinguish between management functions, managerial skills, and leadership.
3. Examine behavioral concepts and theories which must be considered in human relations.
4. Compare and contrast the principle functions, terminology, and wage theories involved in personnel management.
5. Examine the history and growth of labor unions in the United States, and identify types of union security and labor legislation.
6. Analyze the special function processes and terminology involved in production management.

7. Analyze the special functions, services, terminology, and problems involved in office management.
8. Examine the purpose and functions of the Federal Reserve System, and identify the methods used to control the money supply.
9. Determine the sources of short-term and long-term funds for business.
10. Differentiate between investing and speculating.
11. Differentiate between methods of controlling business risks and identify the various types of insurance available.
12. Examine the purpose of accounting analysis to differentiate between the balance sheet and income statement, and assess how important financial ratios are used.
13. Distinguish the variable which must be considered in budgeting and forecasting.
14. Analyze the basic terminology used to solve simple problems involving sampling, probability, averages, time series analysis, index numbers, and correlation.
15. Appraise the functions, institutions, distribution methods, and terminology involved in the marketing process.
16. Differentiate between service and creative selling, analyze the steps involved in making a sale, and identify the various types of advertising.
17. Define basic terminology used in international trade, identify the major factors that create national advantages in trade, and identify barriers to trade.
18. Examine legislation, federal agencies, and problems involved in the social control of business.
19. Question social responsibility of business.

Required Textbook:

William G. Nickels, *Understanding Business*, (9th Edition) New York, New York: McGraw-Hill/Irwin. ISBN: 978-0-07-351170-2

Major Topics and Assignments / Exams:

CLASS	WEEK	TOPICS	CHPT
8/30	1	Introduction and Taking Risks and Making Profits Within the Dynamic Business Environment	1
9/6	2	Understanding How Economics Affects Business	2
9/13	3	Doing Business in Global Markets and Demanding Ethical and Socially Responsible Behavior	3, 4
9/20	4	How to Form a Business and Entrepreneurship and Starting a Small Business	5, 6
9/27	5	Management and Leadership and Review Chpts 1-6	7
10/4	6	Adapting Organizations to Today's Markets and Exam 1 (Chpts 1-6)	8

10/11	7	Production and Operations Management	9
10/18	8	Motivating Employees and Human Resource Management	10, 11
10/25	9	Dealing with Employee-Management Issues and Relationships	12
11/1	10	Marketing: Helping Buyers Buy and Review Chpts 7-12	13
11/8	11	Using Effective Promotions and Exam 2 (Chpts 7-12)	16
11/15	12	Developing and Pricing Goods and Services and Distributing Products	14, 15
11/22	13	Understanding Accounting and Financial Information	17
11/29	14	Financial Management and Using Securities Markets for Financing and Investing Opportunities	18, 19
12/6	15	Money, Financial Institutions, and the Federal Reserve and Review for Exam 3 (Chpts 13-20)	20
12/13	16	Exam 3 (Chpts 13-20)	

Evaluation:

Your grade will be based on total points earned.

In-class Attendance/Participation	50
Exam 1	100
Exam 2	100
Exam 3	100
Homework Assignments	150
Total Points Possible	500

Grade	Percent	In the business place, your grade means...
A	90 to 100%	you absolutely deserve a promotion!
B	80 to 89%	you perform well and advancement is likely.
C	70 to 79%	improvement is needed before climbing the ladder.
D	60 to 69%	immediate improvement is required.
F	59% or less	update your resume and clean out your desk!

Policies:

- Only typed assignments will be accepted.
- Homework assignments must be turned in at the beginning of class on the date due.
- If you miss a class it is your responsibility to get notes and handouts from a colleague and to master the material covered on your own.

- No allowances will be made for students to make-up missed assignment, homework, quizzes, or exams.
- Save all your papers until the end of the semester.
- You may be dropped from the course if you miss more than two classes.

Attendance:

Students are expected to arrive on time and actively participate in each class. Students who disrupt the instructor and/or class (cell phones, excessive talking, late arrivals, ect.) may be asked to leave. This is a business class; please act professionally.

Academic Honesty:

All students are expected to abide by and will be held to the academic honesty policy. A few words about academic integrity ...All students are expected to abide by and will be held to the academic integrity policy. Cheating and/or plagiarism violates the college's policy.

Examples of cheating or plagiarism include:

- Representing the words, ideas or work of another as one's own in any academic exercise, including the work of commercial term paper companies;
- Copying or allowing another student to copy from one's paper or answer sheet during an examination;
- Allowing another individual to assume one's identity for the purpose of enhancing one's grade in any one of the following: testing, field trips or attendance;
- Falsifying or attempting to falsify attendance records and/or grade rosters;
- Changing answers on a previously scored test, assignment or experiment with the intent to defraud;
- Inventing data for the purpose of completing a laboratory experiment or case study analysis with the intent to defraud;
- Giving and/or taking information during an examination by any means such as sign language, hand signals or secret codes;
- Obtaining copies of notes, exams or exam questions by any means other than distributing form the instructor. (This includes copying and removing exam questions from the classroom for any purpose.);
- Using study aids such as calculators, tape recorders or notes that have been specifically prohibited by the instructor.

The instructor will follow the academic dishonesty discipline policy (AP5520) for any situations.

Special Resource Center:

The mission of the El Camino College Special Resource Center (SRC) is to facilitate academic success for students with disabilities by providing equal access to educational opportunities in an integrated campus setting. Students with disabilities

are an integral and vital part of the El Camino College community. The SRC provides support services, adaptive equipment, computer technology, and specialized instruction to serve students with verified disabilities. The SRC provides accommodations for both academic and extracurricular college activities. The SRC's primary goal is to provide accommodations necessary to assist students with achieving their educational and vocational goals while promoting self-advocacy and independent learning. The SRC Office promotes shared responsibility with the student, instructor, and college staff for student success. The assistance provided by the SRC is in addition to services and instruction otherwise available to all students. In order to be eligible for support services, equipment, or instruction, a student must have verification of his/her disability. Support services are provided on an individual basis as agreed during consultation with a counselor or specialist. Services may include: registration assistance; educational development courses, academic or vocational counseling; educational and diagnostic assessment; American Sign Language and oral interpreting; Braille transcribing; alternate format materials; student skill assistance; testing accommodations; or equipment loans. Support services are directly related to the educational limitations of the verified disabilities of the students to be served. Support services promote the maximum independence, integration, and participation of students with disabilities in the educational process and activities consistent with the mission of El Camino College. (Please refer to ECC Board Policy 1600). Special classes are available with curriculum designed to provide specialized instruction for various types of disabilities and learning styles. These special classes are listed under Educational Development in the catalog. The Adapted Physical Education Program (APE Program) is available for students who may benefit from physical education offerings with adaptation and personalized instruction. These activity courses are listed within the Physical Education section of the catalog and schedule of classes. All students seeking admission to El Camino College must meet these levels of independence:

- The ability to negotiate the campus facilities independently or with the assistance of their own attendant;
- The ability to take care of personal needs (feeding, toileting) unassisted or to provide one's own attendant care; and
- The possession of a stable level of health to benefit from a full semester's work.

The SRC does not provide assistants for personal use. The Special Resource Center is located on the east side of the Student Services Center. Please visit or contact us. Telephone: 310-660-3295; 310-660-3445 TTY
Website: www.elcamino.edu/academics/src

Instructor reserves the right to make modifications to this syllabus.