

INTRODUCTION TO BUSINESS SYLLABUS



MRS. REBECCA KNAPP, MBA

rknapp@saddleback.edu | (949) 582-4613 | BGS 226, Room 210

Ticket #18890 | Tuesdays & Thursdays | 12:00 – 1:15 pm | BGS 232 | August 20 – December 19, 2018 | 3 Units

Course Description

Survey of business concepts designed to provide an awareness of business as a major sub-group of society. Promotes an appreciation for business ownership, organization and functions, and the systems, technology and controls through which business organizations operate. Stimulates critical thinking regarding the role business plays in economics and its effect on people as members of society.

Learning Objectives

- Upon completion of this course, the student will be able to:
- Demonstrate knowledge of ways that governmental/political, social, economic, technological, and global characteristics affect business.
 - Demonstrate knowledge of business ownership, organization and functions, and the systems, technology, and controls through which business organizations operate.
 - Demonstrate knowledge of the elements and considerations required to start a new business.

Class Format

This class is a dynamic combination of lecture, discussion, group activities and individual participation – all geared toward expanding your knowledge of the subject matter. Our BlackBoard classroom is posted online as a resource for all course materials. Be prepared to participate in class discussions by keeping up with assigned readings and homework so you can contribute thoughtful questions and input.

Course Requirements:

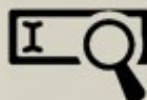
Weekly Participation	75 points total
Misc. In-Class Activities	65 points total
Unit Exams	200 points total
Lemonade Stand Challenge	100 points
Personal Investing Project	100 points
Matchbook Takeaways	100 points
Final Exam	50 points
<i>Business Plan Peer Group Project:</i>	

Topic	10 points
Milestone 1	50 points
Milestone 2	50 points
Milestone 3	50 points
Milestone 4	50 points
Trade Show	100 points

Total Possible:
1,000 points

COURSE WEB SITE

knappbiz.com/bus-1

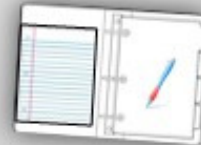


REQUIRED MATERIALS



Textbook

Understanding Business, Nickels. McGraw-Hill, 11th Ed, Loose-leaf. ISBN 978-1 2597031 88 Connect is **NOT** required



Materials

Binder
Pen/Pencil
Paper



Technology

Silence your phone. Avoid texting in class. Laptops and tablets are welcome, as long as they aren't distractions.

APPLICATIONS



Prof's Office Hours:

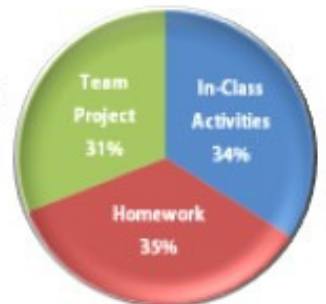
BGS 210
Tue, Wed, Thu
9:00 – 10:00 a.m.
or by appointment

COURSE POLICIES:

- Everything must be typed!
- Allow 48 hours for email replies
- Behave maturely live and online
- 3 consecutive absences = Drop
- Late work = 10% off grade

GRADING SCALE

> 89.5%
79.5-89.4%
69.5-79.4%
< 69.4%



A B C D-F

ASSESSMENT OF STUDENT LEARNING

Reading Assignments: Complete assigned readings *before* class. Come prepared to discuss them and share examples.

Weekly Participation: You are expected to thoughtfully contribute to lectures, discussions and activities at least once (preferably more) in every class session to earn full participation credit.

In-Class Projects/Activities: We will complete numerous activities in class, which cannot be made up if you are absent. Requirements and grading criteria will vary and be included with each assignment.

Matchbook Takeaways: At the start of the semester, we will create your matchbook takeaway folder. You are expected to write at least one takeaway per chapter in each matchbook. Matchbook folders will be reviewed and graded at the end of each of the four course units. This is your class souvenir to keep!

Unit Exams: Exams based on the material and discussions we cover each unit will be due at the end of every unit. They are completed online as homework, and you can use your books, notes or study groups.

Unit Projects: We will complete various larger summary projects at the end of each unit. Details for each will be shared in class.

Business Plan Peer Group Project: You will be required to create a Business Plan for a business idea or product you would like to pursue. The project is comprised of four subject-specific milestones and concludes with a trade show-style presentation.

Final Exam: You will complete a comprehensive review of all material covered throughout the semester.

STUDENT LEARNING OUTCOMES

1. Students will demonstrate knowledge of business ownership, organization and functions, and the systems, technology, and controls through which business organizations operate.
2. Students will demonstrate knowledge of the elements and considerations required to start a new business.
3. Students will demonstrate knowledge of ways that governmental/political, social, economic, technological, and global characteristics affect business.
4. Students will demonstrate knowledge of the various management structures and levels; the knowledge and skills required to perform management functions at various levels of management; how to evaluate candidates for different levels and types of management positions.

IMPORTANT POLICIES

Plagiarism Policy

Academic integrity is taken very seriously in this course. Plagiarism is any conduct in academic work or programs involving misrepresentation of someone else's words, ideas or data as one's original work. Cheating is the use of any unauthorized materials, or information in academic work, records or programs, the intentional failure to follow express directives in academic work, records or programs, and/or assisting others to do the same. You are responsible for authenticating any assignment submitted to an instructor. If asked, you must be able to produce proof that the assignment you submit is actually your own work. Therefore, I recommend that you engage in a verifiable working process: Keep copies of all drafts of your work, make photocopies of your research materials, write summaries of research materials, save writing center receipts, keep logs or journals of your work, save drafts/revisions of assignments under different file names, etc. The inability to authenticate your work, should I request it, is sufficient grounds for failing the assignment. Academic dishonesty, including, but not limited to falsification, plagiarism, cheating or fabrication, which compromises the integrity of an assignment, a college record or a program is in violation of Saddleback College's Student Code of Conduct. Please review your Student Handbook to fully understand your responsibilities within this important college policy.

Americans with Disabilities Act

Students with disabilities who need accommodations to achieve course objectives should file an accommodation application with Special Services and provide a written plan of accommodation to instructors prior to any accommodations being provided. Contact a Counselor/Specialist or the Director of Special Services at SSC 113 or (949) 582-4885 for assistance with this process.

CLASS RULES

BE KIND
for
EVERYONE
YOU MEET *is*
FIGHTING
a **HARD BATTLE**

it is ok to
SAY NO TO
UNNECESSARY
CRAZY

Sometimes,
it's ok to
take a step
back and admit
you're being
ridiculous.

~~GOOD THINGS~~
~~COME TO THOSE~~
~~WHO WAIT~~

GOOD THINGS
COME TO THOSE
WHO WORK THEIR
ASSES OFF AND
NEVER GIVE UP

**Before you say something,
think how you'd feel if
someone said it to you.**

**WORK UNTIL YOU NO
LONGER HAVE TO
INTRODUCE YOURSELF**

HOW TO EMAIL YOUR PROFESSOR

The screenshot shows an email client interface with the following fields and content:

- To...**: rknapp@saddleback.edu
- Cc...**: (empty)
- Bcc...**: (empty)
- Subject:**: Detailed Subject Line
- Body text:**

Dear Professor Knapp,

I'm in your **Class Name**, **Section Number** that meets on **This Day/Time**.

This is the question I have or the help I need. I've looked in the syllabus and at my notes from class and online, and I asked someone else from the class. I think **This Is The Answer**, but I'm still not sure. **This is the action I would like you to take.**

Signing off with a Thank You is always a good idea,
Student's Full Name

COURSE SCHEDULE AND CONTENT OUTLINE

(Subject to Revisions and Unexpected Changes)

Week and Topics Covered	Date	Topic/In-Class Activities	Homework
Week 1 Getting Started	8/21	Introductions, Syllabus Review, Housekeeping	Complete Getting Started Assignments
	8/23	Matchbook Takeaway Production Day	
Week 2 Getting Started	8/28	Teambuilding Exercises	Read Chapter 1
	8/30	(Ch1) Taking Risks and Profits in Business Environments	Read Chapter 2
Week 3 - UNIT 1 Intro to Business	9/4	(Ch2) How Economics Affects Business	Read Chapter 5-6
	9/6	(Ch5) How to Form a Business (Ch6) Entrepreneurship and Starting a Small Business	Getting Started Assignments Due 9/9
Week 4 - UNIT 1 Intro to Business	9/11	Choose Teammates Group Project Topic Due in class	Read Chapter 3
	9/13	(Ch3) Doing Business in Global Markets	Read Chapter 4
Week 5 - UNIT 1 Intro to Business	9/18	(Ch4) Ethical Behavior and Social Responsibility Introduce Lemonade Stand Challenge	Fill in Unit 1 Matchbook Takeaways
	9/20	Unit 1 Exam Review Unit 1 Matchbook Takeaways Due in class Introduce Milestone #1	Unit 1 Exam – due 9/23, 11:59 pm
Week 6 - UNIT 1 Intro to Business	9/25	LEMONADE STAND CHALLENGE	
	9/27	TEAM PROJECT WORK DAY	Complete Milestone #1 w/Team Read Chapter 13
Week 7 - UNIT 2 Marketing	10/2	Milestone #1 Due in class (Ch13) Marketing: Helping Buyers Buy – PRODUCT	Read Chapter 14
	10/4	(Ch14) Developing and Pricing Goods and Services – PRICE	Read Chapter 16
Week 8 - UNIT 2 Marketing	10/9	(Ch16) Using Effective Promotions – PROMOTION	
	10/11	<i>In-Class Activity – TBA</i>	Read Chapter 15
Week 9 - UNIT 2 Marketing	10/16	(Ch15) Distributing Products – PLACE	Fill in Unit 2 Matchbook Takeaways
	10/18	Unit 2 Exam Review Unit 2 Matchbook Takeaways Due in class Introduce Milestone #2	Unit 2 Exam – due 10/21, 11:59 pm
Week 10 - UNIT 3 Operations	10/23	TEAM PROJECT WORK DAY	Complete Milestone #2 w/Team Read Chapter 9
	10/25	Milestone #2 Due in class (Ch9) Production and Operations Management	Read Chapter 10
Week 11 - UNIT 3 Operations	10/30	(Ch10) Motivating Employees	Read Chapter 11
	11/1	(Ch11) Human Resource Management	Read Chapter 12
Week 12 - UNIT 3 Operations	11/6	(Ch12) Dealing with Union & Employee–Management Issues	Fill in Unit 3 Matchbook Takeaways
	11/8	Unit 3 Exam Review Unit 3 Matchbook Takeaways Due in class Introduce Milestone #3	Unit 3 Exam – due 11/11, 11:59 pm
Week 13 - UNIT 4 Financial Management	11/13	TEAM PROJECT WORK DAY	Complete Milestone #3 w/Team Read Chapter 17
	11/15	Milestone #3 Due in class (Ch17) Understanding Accounting and Financial Information	Read Chapter 18
Week 14 - UNIT 4 Financial Management	11/20	(Ch18) Financial Management	Fill in Unit 4 Matchbook Takeaways
	11/22	Thanksgiving Break – No Class	
Week 15 - UNIT 4 Financial Management	11/27	Unit 4 Exam Review Unit 4 Matchbook Takeaways Due in class Introduce Milestone #4 & Personal Investing Project	
	11/29	<i>Turn in Personal Investing Project and Overall Takeaways early!</i> Introduce Final Presentation TEAM PROJECT WORK DAY	Unit 4 Exam – due 12/2, 11:59 pm Complete Milestone #4 w/Team Complete Personal Investment Project
Week 16 Putting it into Action	12/4	Milestone #4 Due in class Personal Investing Project Due in class TEAM PROJECT WORK DAY	Prepare Trade Show Booth Fill in Matchbook Takeaway Back Cover
	12/6	Overall Course Matchbook Takeaways (Back Cover) Due in class TEAM PROJECT WORK DAY	Prepare Trade Show Booth
Week 17 The Finish Line!	12/11	BUSINESS MARKETPLACE TRADE SHOW	Complete the Online Final Exam
FINAL EXAM	12/18	12:45 AM to 2:45 PM – Usual Classroom	