

BUS 120: Introduction to Business

Fall 2017 Section 1195 Tues/Thurs

MIRACOSTA COLLEGE, San Elijo Campus

WELCOME to MiraCosta's on-campus offering of BUS 120, Introduction to Business. You are sure to enjoy an interesting and challenging course, while learning valuable business terminology, concepts, and formulas you can apply to current and future personal and business situations. You will obtain a good overview of the language of business, participate in discussions comparing the many independent functions within a business, and become familiar with current business trends. You will engage in detailed study of specific American companies as well as self-assessment relative to your own career opportunities in business and industry. The major topics covered are ethics, economics, global markets, social responsibility, the marketing concept, information technology for business decision making, accounting, financial management, financial institutions, as well as management strategies, and employee motivation. Our work in this course will expand your understanding of the business world and provide you with helpful insights for employment decisions.

BUSINESS 120 is required for a Certificate of Proficiency in Business Fundamentals and can fulfill a requirement for a Certificate of Achievement in Accounting. The course is transferable to Cal State and UC systems.

(Developing an Education Plan with MCC Counseling staff is highly recommended.) Be sure to read and then keep a copy of this Syllabus handy for easy reference. The Syllabus is also posted on Blackboard under "Course Content".

I am glad that you signed up for the class. This should be a very enjoyable learning experience.

Course Description

This course introduces the trends and opportunities in today's dynamic business environment as they relate to economics, global markets, ethics and social responsibility, business ownership forms, entrepreneurship, management responsibility, human resources management, marketing, operations, accounting, and financial management. Students gain important business context and discover many business career and educational opportunities.

Course Details

Semester: Fall 2017, August 21, 2017 – December 16, 2017

Units: 3 hours

Prerequisites: None

Acceptable for Credit: CSU, UC—credit limitation

Section: 1195 Meeting Times: Tuesdays/Thursdays 9:00am-10:15am

Location: SAN 302

Websites

- MiraCosta College Home Page: <http://www.miracosta.edu/>
- Corporate Companion Selection: <http://fortune.com/fortune500/2014/>
- MiraCosta Business Programs: <http://www.miracosta.edu/business>
- Instructor Home Pages: <http://www.miracosta.edu/home/dkalescky/>
- MiraCosta College Blackboard course management: <http://blackboard.miracosta.edu/>
- Corporate Companion Research: <http://www.google.com/finance>, <http://wsj.com/>, and <http://nytimes.com>

Student Learning Outcomes (SLOs) & Course Objectives

Student Learning Outcomes (SLOs)

Explain the functions of business and the influence of governmental policies and the global economy on U.S. corporations.

Course Objectives

Upon successful completion of this course, students will be able to do the following:

- 1). Identify business trends and strategies and explain the relationship to local and global economies; discuss ethical and social responsibility in the business environment
- 2). Define business terms and explain their application in a business setting
- 3). Compare and contrast business entities
- 4). Compare and contrast economic systems

- 5). Compare and contrast management styles
- 6). Develop and utilize workplace skills within a team
- 7). Recognize basic employee motivational strategies
- 8). Identify and demonstrate the key components of the marketing mix
- 9). Compare and contrast basic financial reports; illustrate ratio analysis
- 10). Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information
- 11). Identify the primary legal tools used in the practice of business law (torts, contracts, intellectual property); discuss the American legal system from the business perspective
- 12). Identify the components of risk management and basic insurance concepts
- 13). Identify potential career directions in business.

Instructor Information

Name: Don Kalescky; **Background:** CMB, Master level; MBA: National Univ; BSBA (Finance): SDSU; AA (Bus Mgt): Mesa College. More of my background can be found at my MCC home page: <http://www.miracosta.edu/home/dkalescky/>
Office hours: Tuesdays/Thursdays 8:15-8:45 AM (unless other obligations interfere). **SAN Cafeteria or other designated location if classroom is not available.**
Phone: 760-757-2121 x1249 **Email:** dkalescky@miracosta.edu
MCC home page: <http://www.miracosta.edu/home/dkalescky/>
Preferred communication: Email/call to arrange a meeting if necessary. Please include your full name and class in all communications. **Response time:** I will attempt to respond to calls or emails promptly, within 24-48 hours.

Teaching philosophy

- We are to be Instructors that Students want to emulate. We must always remember that our words and actions are reflecting what we truly believe. In a positive way we should be noticeably distinguishable.
- We are to incorporate proper ethical response to real life examples used in class. Examples include how do you respond when you have been treated unfairly, work for a very difficult boss, are faced with pressure to be unethical or obviously immoral behavior of others.
- We are to demonstrate deep caring.
- We are to be committed to quality and integrity.
- Students, faculty and staff are to be treated with fairness, honesty, gentleness and compassion.
- Inspiring students to love to learn lays the foundation for a lifelong pursuit of knowledge.
- Students learn best from instructors who are engaged, committed professionals enthusiastic about the subject matter they teach and help students learn.
- Make the course meaningful, impactful and enjoyable for the students. In designing and executing course curriculum, I strive to tie together specific and related subject matter learning with skills and knowledge that are needed for success in the workplace. It is important that the education that students get is of relevant value to the workplace. My goal is to strengthen the value they will add to future employers and to their own career opportunities.
- Be thoughtful and prepared about what and how to present course curriculum. Diligent preparation is critical. Skills like research, critical thinking, punctuality, writing, listening, questioning, self- evaluation and working with others are important. A clearly articulated thorough syllabus and detailed lesson plans are likewise important as is consideration of students' general overall course workload.
- Engage the students. The best learning environment is based on engaged students. Encourage students' participation through a combination of lecture with discussion, real life examples, and student contributions. Students learn through involvement, not just passive listening. Respectfully encourage and support diversity of backgrounds and ideas.
- Seek and be receptive to periodic feedback as to the progress of learning and achievement of learning objectives. I believe that testing is for more than just assessment and is also an opportunity to extend the learning process.
- Enhance learning through servant leadership. It is important to make myself available to students above and beyond class time.

Course Materials

Required:

- You will need to obtain our textbook by the second week of school for our fast-paced course: BUSN, 9th Edition, Kelly/McGowen, Southwestern Publishing - ISBN-13: 978-1-305-49732-0. The text can be purchased in MCC's bookstore or direct from the publisher – www.cengagebrain.com for approximately \$75. Chapters 1 & 2 have been scanned and will be available on my website (<http://www.miracosta.edu/home/dkalescky/>). There is a copy

of the text on reserve at the San Elijo Library. Email and Internet access are essential for the course as well as basic Microsoft Word skills and PowerPoint familiarity

- Scantrons and #2 pencils are required for Midterm and Final Exams Availability: MiraCosta College bookstore and other retailers
- Lined paper to class to take notes and aid in group exercises.

You are responsible for knowing exactly what materials are needed, what the rules and policies of each vendor are, and for making your own decision. Call or email me if you have any questions

Your success in this course will depend on your consistent reading, discussion, and application of the textbook material. You must be able to check your e-mail and the Blackboard site regularly.

Course Content

Suggested weekly success routine: Check the weekly schedule on Blackboard for the chapters/topic covered for each class. Study the new business terminology in each chapter and create examples related to a selected company or industry.

For those class meetings when chapters from the text are covered:

1. Review the Learning Objectives at the beginning of the assigned chapter.
2. Next, read the assigned chapter, noting the Learning Objectives.
3. Complete each Homework Assignment.
4. Introduce any HOMEWORK submission with business memorandum format (sample below):
Date: August 23, 2017
To: Don Kalescky, Instructor BUS 290, Section 2077
From: Jim Smith, Student
Re: Title of Assignment (Example: Chapter 5 Homework)
5. Attend class. Be prepared to discuss the concepts covered in the text and supplemental material and receive clarification on subject matter from the Instructor. Some form of outcomes assessment and/or in class activity will be given during most class meetings.

Oral Presentations, Written Presentations, and Write-Ups: Two oral presentations are assigned this semester. Topics and format will be discussed thoroughly in class. Oral presentations will be approximately 5-10 minutes in length. Any individual papers assigned will be one to two pages in length.

For those weeks when Exams are scheduled: The Midterm and Final Exams will consist of 80 multiple choice questions. Exams are closed book; one, one-sided page of notes will be allowed. Scantrons are required. Students who complete the midterm exam will progress to the second half of the course.

Course Grading

The final grade will be derived from test scores (exams and quizzes), class participation and hand in assignments.

1. No makeup exams, quizzes or hand in assignments are allowed.
2. Students are expected to actively participate. Regular preparation of assignments will be necessary for active participation. Students will be occasionally invited to help answer questions and solve problems over the course's normal coverage. In addition, students are encouraged to independently raise any questions or make observations whenever they wish.
3. There will be two exams (Midterm and Final). 80 two-point multiple choice questions on each.
4. Six ten-point submittals relating course content to the actual business of a student-selected company (Corporate Companion)
5. Industry presentation (team score)
6. Homework Assignments – Take Home/Multiple Choice Format (170 pts total) and two one page write ups (two, 10 pts each)
7. Sixteen Vocabulary Quizzes – Take Home/Matching Format (15 pts/assignment, 240 pts total)
8. Corporate Companion Final Project – Oral presentation supported by PowerPoint and focused on the current status of a leading corporation using business terminology and demonstrating understanding of a specific career option of interest using specific examples
9. Class participation: There will be approximately 30 in-class activities ("ICAs") worth 5-10 points each, graded as completed/not completed basis. To receive credit students must participate fully in the activity. There may be multiple in class activities during any class period.

10. Pass/fail: See below in College Policies & Services

Points:

Quizzes:	240 points	~ 25%
Exams:	320 points	~ 34%
CC-submittals	60 points	~ 6%
CC-Presentation	50 points	~ 6%
Team Presentation	30 points	~ 3%
Homework	190 points	~ 20%
Participation	60 points	~ 6%
Total	~950 points	100%

Grading Scale Subject to adjustment (lowering) by instructor at his sole discretion at the end of the semester, the letter grading will be as below. Grades will be determined by point totals.

90 and above	855 points and above	A
80-89	760-854 points	B
70-79	665-759 points	C
60-69	570-664 points	D
59 and below	569 points and below	F

The instructor retains sole discretion throughout the semester to make adjustments in the class schedule, scoring, grading, as he deems appropriate or necessary.

Course Rules & Expectations

Class Rules: Please: Be prepared (do assignments prior to classes). Attend regularly. Be on time for class. Pay attention in class. Participate and act interested in the subject. Do not engage in any form of academic dishonesty. Respect fellow students and instructor. Don't bring food or uncovered beverages into the classroom. Turn off all beepers and cell phones. Dress and act appropriately for a good learning environment.

Communications: Other than as instructed to submit via Blackboard, Assignments are to be submitted in class. They cannot be submitted electronically. Do not attach anything to your emails. All assignments are to have your first and last name clearly identified.

Attendance: Regular attendance for the full class period is important. Please inform the instructor if you will unavoidably miss two consecutive class sessions. Also, be sure not to miss any classes during the first two weeks, and not miss more than four (or "two" if there is only one class session per week) total classes for the semester. Do not interrupt class by entering the classroom if you are more than 10 minutes late. Violations subject you to being dropped at instructor's sole discretion.

Class Withdrawal Rules: Students are responsible to complete all necessary paperwork if they decide to withdraw from class. The Instructor must take strong steps to insure all students are attending and active. Therefore, the Instructor retains complete discretion to process a Withdrawal (Drop) for students without additional notice for any of the following (unless discussed with Instructor and approved in advance)

- Failure to input all required information on the Blackboard class web site by the end of the FIRST week of the semester.
- Failure to complete any assignment during the first two weeks of the semester
- Missing ANY class during the first two weeks
- Missing 2 consecutive classes or 4 total classes during the semester
- Failure to complete 2 consecutive or 4 total Assignments of any type
- Failure to complete ANY exam

Due Dates: Only work submitted on time and per instructions will be accepted in this course, although on rare occasion work may be accepted in advance when expressly arranged in advance with instructor.

College Policies & Services

Important Dates: (Verify at <http://www.miracosta.edu/calendars.html>)

- August 21 (Monday): First day of Fall classes

- Our first class is Tuesday, August 22
- September 1 (Friday): Last day to add Fall classes with instructor permission.
- September 1 (Friday): Last day to drop Fall full semester classes with no grade placed on permanent record
- September 4 (Monday): College closed – Labor Day
- November 10 (Friday): College closed – Veterans (Legal Holiday)
- November 17 (Friday): Last day to DROP Fall classes with option of “W” grade (this date may change based on changes to the college calendar)
- November 23-24 (Thursday/Friday): College closed-Thanksgiving (Legal Holiday) & Day after Thanksgiving
- December 11-14: Final Exams (see specific class schedule)
- December 16 (Saturday): End of Fall Semester
- Students are responsible for completing all necessary paperwork if they decide to withdraw from the class

Academic Honesty:

All tests and assignments are to be the work of the student. Any exams or assigned work that is turned in by the student for a grade, but, is not the original work of that student will be deemed unacceptable and the student will receive zero points for that work.

Failure to comply with any of the above may result in failure of an assignment, removal from the course, failure in the course, and discipline action deemed appropriate by the instructor in his sole discretion and/or policies and procedures set forth by the Board of Trustees of the MiraCosta Community College District, fully described in the College Catalog.

Incomplete Grade:

Students seeking an “Incomplete” grade must consult with me in person no later than the week prior to finals. Incompletes will only be considered for emergency or other unforeseeable justifiable reasons at the end of the term, and only upon agreement of clear conditions for completing coursework. Incompletes are rarely granted and only if the emergency or other unforeseeable justifiable reason occurs after the date for dropping the class. Work, vacation, family concerns, class schedules, time management problems, and other normal issues all students deal with do not qualify.

Pass/No Pass Grading Option (for graded classes):

You have the option to choose Pass/No Pass grading for this class. If you choose this option, you must submit a Petition for Pass/No Pass to Admissions & Records before 30% of the class has elapsed. This option for grading is nonreversible once selected. The petition form is available online, or from Admissions & Records. Students planning to transfer should consult with a counselor before opting for Pass/No Pass to ensure this option is accepted by their intended transfer institutions. Check the MiraCosta College catalog or schedule for more detailed information.

Disability Accommodations:

Students with disabilities, whether physical, learning, or psychological, who believe that they may need accommodations in this class, are encouraged to contact Disabled Students Programs & Services (<http://www.miracosta.edu/student-services/dsps/index.html>) as soon as possible to ensure that such accommodations are implemented in a timely manner. Their phone number is (760) 795-6658 and they are located on the Oceanside campus in Building 3000-Student Services, Room 3009, adjacent to Parking lot 3C.

Library Resources:

The MiraCosta College faculty librarians assist students with their research questions, whether academic or personal. Students may obtain assistance from librarians either one-on-one at the reference desk, through class orientations, group workshops, individual appointments, or online. I strongly encourage you to take advantage of library resources. More information regarding the library may be found at their webpage: <http://library.miracosta.edu/homepage>.

College Support Services:

The Tutoring and Academic Support Center (TASC) (<http://www.miracosta.edu/student-services/tutoring/index.html>) and the Writing Center (WC) (<http://www.miracosta.edu/student-services/writingcenter/index.html>) assist students by providing individual and group tutoring, WC drop-ins, learning communities, self-help materials, and student success workshops. Services are free and available to all students during day and evening hours at all MiraCosta College campuses. Take advantage of these academic support services. For more specific information, please call (760) 795-6682 for TASC and (760) 795-6339 for WC.

For Oceanside and San Elijo campuses: At the Writing Center, you can get assistance at any stage of any writing

assignment. Whether you're brainstorming ideas, revising what you've written so far, or making a few final edits, they offer thirty-minute, one-to-one, same-day or future appointments. They can even assist you with reading and grammar issues! Their trained writing consultants are good writers and friendly people who enjoy working with students. You can learn more here, where you may make an appointment online: (<https://www.miracosta.edu/student-services/writingcenter/appointment.html>). You may also call 760.795.6861, or stop by the Writing Center, on the first floor of the Hub.

For the CLC: At the Writing Center, you can get assistance at any stage of any writing assignment, whether for ESL, GED, or Adult High School. Whether you're brainstorming ideas, revising what you've written so far, or making a few final edits, they offer thirty-minute, one-to-one, same-day or future appointments. Their trained writing consultants are good writers and friendly people who enjoy working with students. Make an appointment by calling 760.795.8724, or stop by room 130.

Weekly Schedule

Electronic version of Daily Schedule will be posted on Blackboard under Course Content. The following will generally outline the course progress. In the instance of exams the reviews will be on the Thursday and the exams on Tuesday.

Introduction to Business Fall 2017, Section 1195, 9:00 AM - 10:45 AM

DAY	CLASSROOM ACTIVITIES	STUDENT PREPARATION (Do These Things <u>BEFORE</u> Class)
Tues, 8/22	Introduction to Instructor, Classmates, Syllabus, Text & Blackboard Course Management System In-Class Activities	Purchase Text Read Syllabus
Thurs, 8/24	Instructor Presentation - Chapter 1 Business Environment Ch 1 Vocabulary done in class In-Class Activities	Re-read Syllabus Read Ch 1
Tues, 8/29	Economics Team Activity In-Class Activities	Complete Homework Ch 1
Thurs, 8/31	Instructor Presentation - Chapter 2 Economics In-Class Activities	Read Ch 2 Complete Vocabulary Ch 2 Complete Homework Ch 2
Fri, 9/1	Email top 3 CC choices, with end-of-day stock prices, to Mr. Kalescky by midnight tonight	
Tues, 9/5	Student sharing their part of US econ history Corporate Companion Project presented by Mr. Kalescky In-Class Activities	Complete "Economic History" (HW WA#1) (see Blackboard/Assignments)
Thurs, 9/7	Instructor Presentation - Chapter 3 The World Marketplace In-Class Activities	Read Ch 3 Complete Vocabulary Ch 3
Tues, 9/12	Instructor Presentation - Chapter 6 Business Formation Corporate Companion #1 discussed In-Class Activities	Read Ch 6 Complete Vocabulary Ch 6 Complete Homework Ch 3 Complete CC#1 - Identification
Thurs, 9/14	Instructor Presentation - Chapter 4 Ethics Corporate Companion #2 discussed In-Class Activities	Read Ch 4 Complete Vocabulary Ch 4 Complete Homework Ch 6 Complete CC#2 - Business Formation
Tues, 9/19	Instructor Presents - Chapter 5 - Business Communication Corporate Companion #3 discussed In-Class Activities	Read Ch 5 Complete Homework Ch 4 Complete Vocabulary Ch 5 Complete CC#3 Ethics
Thurs, 9/21	Instructor Presentation - Chapter 14 Management Corporate Companion #4 discussed In-Class Activities	Read Ch 14 Complete Vocabulary Ch 14 Complete Homework Ch 5 Complete CC#4 - Business Comm
Tues, 9/26	Instructor Lead Discussion-Management, continued Speaker Homework paper discussed In-Class Activities	Complete Homework Ch 14
Thurs, 9/28	Instructor Presentation - Chapter 17 – Operations In-Class Activities	Read Ch 17 Complete Vocabulary Ch 17

		Complete Homework Ch 14 Complete Homework Paper (HW WA#2)
Tues, 10/3	Instructor Presentation- Chapter 17-Continued In-Class Activities	Complete Homework Ch 17
Thurs, 10/5	Midterm Study Game In-Class Activities	Study Ch 1, 2, 3, 4, 5, 6, 14, 17
Tues, 10/10	Midterm Exam	Study Ch 1, 2, 3, 4, 5, 6, 14, 17
Thurs, 10/12	Instructor Presentation - Ch 11 Marketing Industry Team Project discussed In-Class Activities	Read Ch 11 Complete Vocabulary Ch 11
Tues, 10/17	Instructor Presentation - Ch 12 Product & Promotion In-Class Activities	Read Ch 12 Complete Vocabulary Ch 12 Complete Homework Ch 11 Work on Industry Project
Thurs, 10/19	Instructor Presentation - Ch 13 Distribution & Pricing In-Class Activities	Read Ch 13 Complete Vocabulary Ch 13 Complete Homework Ch 12 Work on Industry Project
Tues, 10/24	Team Presentations In-Class Activities	Complete Homework Ch 13 Finalize Presentation
Thurs, 10/26	Team Presentations In-Class Activities	Finalize Presentation
Tues, 10/31	Instructor Presentation - Ch 7 - Small Businesses In-Class Activities	Read Ch 7 Complete Vocabulary Ch 7
Thurs, 11/2	Instructor Presentation - Ch 8 - Accounting In-Class Activities	Read Ch 8 Complete Vocabulary Ch 8 Complete Homework Ch 7
Tues, 11/7	Instructor Presentation - Ch 9 Finance In-Class Activities	Read Ch 9 Complete Vocabulary Ch 9 Complete Homework Ch 8
Thurs, 11/9	Instructor Presentation - Ch 10 Financial Markets Corporate Companion #5 collected/discussed In-Class Activities	Read Ch 10 Complete Vocabulary Ch 10 Complete Homework Ch 9 Complete CC #5 - Financial Reports
Tues, 11/14	Suitable Career Opportunities Discussion CC Presentation Questions Discussed In-Class Activities	Complete Myers Briggs Worksheet Research CC Presentation Complete Homework Ch 10
Thurs, 11/16	Instructor Presentation - Ch 15 Human Resource Management Corporate Companion #6 discussed in class In-Class Activities	Read Ch 15 Complete Vocabulary Ch 15 Complete CC#6 - Human Resources
Tues, 11/21	Instructor Presentation - Ch 16 Managing Information & Tech. In-Class Activities	Read Ch 16 Complete Vocabulary Ch 16 Complete Homework Ch 15
Thurs, 11/23	Holiday-Thanksgiving	
Tues, 11/28	Student CC Presentations	Finalize Presentation

	In-Class Activities	Complete Homework Ch 16
Thurs, 11/30	Student CC Presentations In-Class Activities	Finalize Presentation
Tues, 12/5	Student CC Presentations In-Class Activities	Finalize Presentation
Thurs, 12/7	Final Exam Study Game In-Class Activities	Study Ch 7, 8, 9, 10, 11, 12, 13, 15, 16
Tues, 12/12	Final Exam - 9–10:50 a.m.	Study Ch 7, 8, 9, 10, 11, 12, 13, 15, 16

Important Notice: This syllabus is subject to change at any time at the complete discretion of the Instructor; notice will be given to the students by email or with an announcement on the class Blackboard site. It is the student's responsibility to maintain a current email address in the Blackboard system and to check their email and the Blackboard site regularly, at least several times each week.