Instructor: Phil Whitney  
Email Address: pwhitney@bakersfieldcollege.edu  
Home Page: http://www2.bakersfieldcollege.edu/cs/pwhitney  
Private Page: Address given in Moodle Class Space when the semester starts  
Moodle Page: http://moodle.bakersfieldcollege.edu  
Office: Business 3 (B3)  
Phone: 395-4042 - Phil's Office  
Office Hours: M,W 10:30am – 11:00am, 2:30pm – 3:00pm  
M 4:30pm – 5:30pm  
T,R 11:00am – 11:30am thru 4/8

Course Description:

This course is designed to introduce you to the nature, function and management of the business enterprise in our modern political, social and economic environment. We will evaluate the relationships of business to government, to labor and to the public. This course satisfies the 0.5 unit educational planning requirement for graduation from Bakersfield College.

Student Learning Outcomes (SLOs)

Upon successful completion of this course you will be able to:

1. Prepare an educational plan to meet your educational goal at Bakersfield College.
2. Compare and contrast the various career opportunities available to business students and the educational requirements needed to secure the position.
3. Compare and contrast political and economic systems of the world, the social implications of current trends in business, how they compare to business internationally and the private enterprise system.
4. Compare and contrast the various forms of business ownership within a private enterprise economy.
5. Compare and contrast the different management styles employed in businesses and understand the relationship between management style and productivity, cost and internal organizational structure.
7. Evaluate the role marketing plays in the private enterprise system.
8. Describe management information systems, accounting procedures and the role of computers in business and how they impact profit and loss.

10. Analyze the legal environment and global political environment and explain how our economy interacts with those of other nations and the impact these economies have upon our ability to produce goods and services needed and wanted throughout the world.

Course Materials Needed:

- The Bakersfield College Catalog that corresponds to the first semester you attended BC, or the 2009-2010 Catalog. The PDF version is OK. You can download these from http://www.bc.cc.ca.us/academic/catalog/.
- A Flashdrive is recommended, especially if you will be using the campus computer labs for assignments.

Course Tasks:

2 Reports @ 100 points each 200
20 Quizzes @ 10 points each 200
Discussion Forums 150
4 Exams @ 100 points each 400
Student Educational Plan – Required 50

The Student Educational Plan (S.E.P.) assignment must be completed successfully to receive credit for the Educational Planning component of this course.

Late assignments, Make-up Exams/Quizzes, and time allowed for Exams/Quizzes:

MAKE-UP EXAMS OR QUIZZES WILL NOT BE GIVEN AND LATE ASSIGNMENTS WILL NOT BE ACCEPTED. NO EXCEPTIONS. DO NOT ASK.

Exams and quizzes are taken online and have a strict time allotment. You will not be given extra time to complete the exam or quiz.

Academic Dishonesty:

Unfortunately, the subject of academic dishonesty must be discussed for those who are inclined toward such activities. The campus's policy is listed in the campus catalog. Please review it for specifics. There is no need to engage in any unethical behavior in this class! If you need help, my door is always open. For those who need some explanation of what academic dishonesty is...

Academic dishonesty involves acts that may subvert or compromise the integrity of the educational process. Included is any act by which a student gains or attempts to gain an
academic advantage for himself/herself, or another, by misrepresenting his/her, or another’s work or by interfering with the completion, submission, or evaluation of work. These include, but are not limited to, accomplishing or attempting any of the following acts:

- Using any materials that are not authorized by the instructor for use during an examination
- Copying from another student's paper during an examination
- Collaborating (i.e., talking, passing notes and/or signals, etc.) during an examination with any other person by giving or receiving information without specific permission of the instructor
- Stealing, buying or otherwise obtaining information about a course's graded material
- Substituting for another person or permitting any other person to substitute for oneself to take an examination
- Submitting another person’s work as yours either in its original or altered form
- Giving someone else your work to fulfill his/her assignment
- Plagiarizing

**Grading:**

Grades will be based on the percentage of total semester points earned, computed as follows:

- Final Grade Calculation Percent = Total points earned / Total points possible * 100
- 90%+ = A, 80-89.99% = B, 70-79.99% = C, 60-69.99% = D, below 60% = F. (I do not round up and I do not curve grades)

**Extra Credit:**

There will be an opportunity to earn extra credit of up to thirty (30) points. Specifics will be addressed in the Moodle class space.

**Attendance policy:**

Even though this course is an online course, “VISIBLE” participation in the Moodle class space is MANDATORY. What does this mean? It means that when you are not posting to the forums on a weekly basis, or you are not taking the quizzes and exams, or you are not uploading completed assignments, I must assume that you no longer want to be in the class and I MAY drop you. If you do not want to be in the class then YOU must drop yourself from the course through the Student Banner System. I will not retroactively drop you if you miss one of the “last day” to drop the course dates. These dates are indicated in the Moodle class space schedule and in the campus schedule of Important Dates.
Special Considerations

Students with disabilities who believe they may need accommodations in this class are encouraged to contact Supportive Services in FACE 16, 395-4334, as soon as possible to better ensure such accommodations are implemented in a timely fashion.

Schedule

Please refer to the schedule outlined in our course space on Moodle.

“Classroom” Etiquette

Treat others as you would like to be treated.

NOTE: This syllabus is TENTATIVE and subject to change.