COURSE SYLLABUS
BSAD B20 – Introduction to Business CRN: 71141 (3 units)
FALL SEMESTER 2015 - Professor Robinson
BUSINESS MANAGEMENT & INFORMATION TECHNOLOGY DEPARTMENT

OFFICE HOURS FOR STUDENTS:
Tuesdays 12:00 – 1:00 p.m. & 4:00 – 6:00 p.m. & Wednesdays 2:30 – 3:30 p.m. Delano 4:30 – 5:30 p.m.

Instructor: Professor Robinson, Business Management & Information Technology
Duration: August 24, 2015 – December 9, 2015
Class Day: Monday and Wednesday 11:10 a.m. – 12:35 p.m.
Classroom: Business Education Building, Room B-5
Office: Business Education Building, Room B-6
Telephone: (661) 395-4375
E-Mail: Vrobinso@bakersfieldcollege.edu or go to my BC Website: Click: Faculty Website: Robinson, V or http://www2.bakersfieldcollege.edu/vrobinson/

I. Course Description:
This course is designed to provide students with a comprehensive study of business practices. We will discuss the nature, function and purpose of business management and its enterprise in our modern, political, social and economic environment. Students will learn the global aspects of business; the facets of starting a business and how to manage and lead for success. We will examine the tools used in managing human resources. We will examine the financial resources in business to maintain a competitive edge. Students will learn to apply the skills and traits of effective leadership.

II. Textbooks and other required materials: Please purchase one 8 ½ X 11 - Lined notebook and portfolio for articles and taking notes, one small stapler/staples and a 2015-16 Student Planner. You will need an USB flash or thumb drive for projects and reports. One loose leaf three (3) ring binder or portfolio for homework assignments, and 2-3 black ink pens and two #2 pencils for note taking and the exams. IMPORTANT: Please print PowerPoint slides Chapters 1-20 and bring to class for discussion.


III. Student Learning Outcomes:
Upon successful completion of this course, the student(s) will be able to:

1. Identify the role(s) of Government in the organization, reporting, and operating business in the
   - Compare and contrast the various career opportunities available to business students and the educational requirements needed to secure the position.
   - 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.
   - Compare and contrast the various forms of business ownership within a private enterprise economy.
   - Compare and contrast the different management styles employed in businesses and understand the relationship between management style and productivity, cost and internal organizational structure.
   - Evaluate the role of human resource management and the role of human relations in the business world.
   - Evaluate the role marketing plays in the private enterprise system.
   - Describe management information systems, accounting procedures and the role of computers in business and how they impact profit and loss.
   - Compare the relationship between the stock market, financial institutions, financial markets and risk management in today’s business environment.
   - 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.

IV. Methods of Instruction:

I will utilize a variety of methods to teach this course. Methods will include lectures, PowerPoint presentations, teamwork assignments, guest speakers, video presentations, questions and exercises. We will review the stock market, and the business world. We will examine what's news in business around the world. Student participation is required. Students’ personal work experiences will be used as current and real examples of issues taking place in the workforce.
**Students with disabilities:**
Bakersfield College will make reasonable accommodations and/or academic adjustments to ensure that students with disabilities have an equal opportunity to participate in the college’s courses, programs and activities, including extracurricular activities.

Students with disabilities who believe they may need accommodations in this class are encouraged to contact Disabled Student Programs & Services located at **Student Services (SS) Building, 1st Floor, Counseling Center (661-395-4334)**, as soon as possible to better ensure such accommodations are implemented in a timely fashion.

**Equity and Inclusion:**
Bakersfield College (BC) is committed to creating and fostering a positive, safe and conducive learning environment based on open communication where diversity, equity, and inclusion are recognized, valued and informed thoughtful decision-making and action. BC embraces individual difference and expects all employees and students to respect these differences and accept an understanding that individuals have unique perspectives, behaviors, and worldviews that may be different from their own.

**NOTE:** Please speak to me (Professor Robinson) privately after class or contact me if you need any assistance.

**V. Attendance Procedures**
Punctuality and attendance are crucial. All students are expected to arrive in class on time. **IMPORTANT:** In accordance with Bakersfield College attendance policy 2015-16 catalog: if an absence occurs on the first day of class, the student will be dropped to make room for students on the Wait list. **After three (3) days absent from the class, the student may be dropped.** Punctuality is important. **Three (3) times tardy or leaving** before the class is dismissed will constitute one (1) absence.

<table>
<thead>
<tr>
<th>IMPORTANT DATES – Fall 2015</th>
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<tbody>
<tr>
<td>September 6, 2015</td>
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<td>October 14, 2015</td>
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<td>October 30, 2015</td>
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<td>December 9, 2015</td>
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**All Students:** It is your responsibility to drop the course if you stop attending - not the instructor’s. Failure to withdraw from the class can result in not passing the course.
VI. Methods of Evaluation

Homework: There will be homework and assignments. All homework is to be typed in (Arial - 12 Font size) with 1” side and top margins. Single space on the top right hand corner: **Name, class, CRN number, the day and time that the class meets and the actual date the assignment is turned in.** I will return assignments that **do not have a CRN number listed.** Also, please list the chapter and date the assignment is due. **I will not accept handwritten homework, except for What’s News.**

**MANDATORY FORMAT FOR HOMEWORK – FOLLOW EXAMPLE BELOW:**

Type your heading **SINGLE SPACED** (Example below) - PLEASE FOLLOW THIS GUIDE. Use size 12 font:

Larry Mendoza  
Introduction to Business  
CRN: 71141  
Monday/Wednesday – 11:10 a.m. – 12:35 p.m.  
Assignment Due: Wednesday, September 16, 2015

**PLEASE:** Number your pages on the bottom center

What’s News: All students will be required to report on one (1) What’s News article on Business management. You will do a **five minute** oral presentation Please use current articles for the five minute presentation, and share with the class a current event that is relative to the business world and/or the global market. For examples, you will select articles on: the economic system, management, stock market, marketing, employee motivation, customer service, financial or technological changes and issues we cover in our business textbook. You may look for articles from the Wall Street Journal, etc. Please state the 5 W’s. At the end of the 5 minutes presentation: Share if the article is a Micro or Macro economics issue, how does it affects our economy. You will write a clear concise sentence on what you want the class to remember about the article. It **must relate** to the business world and chapters we are discussing in the Business in Action textbook. A copy of the article and forms must be turned in the day of the presentation to receive full credit.

**Grading Scale:**

<table>
<thead>
<tr>
<th>90 - 100 = A</th>
<th>80 - 89 = B</th>
<th>70 - 79 = C</th>
<th>60 - 69 = D</th>
<th>0-59 = F</th>
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<tbody>
<tr>
<td>A = 4 Points</td>
<td>B = 3 Points</td>
<td>C = 2 Points</td>
<td>D = 1 Point</td>
<td>F = 0 Point</td>
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Bakersfield College does not use a (Plus +) or a (Minus -) in their grading system.

Homework, Quizzes, What’s News presentations and Stock market 70%
Mid-term Exam 10%
Guest Speakers – Leaders in the Community 10%
Final Exam 10%

Total: 100%
MANDATORY HOMEWORK ASSIGNMENTS
Please print PowerPoint Slides for Classroom Notes

NOTE:  Type out the questions first, and then double space and type your answers.  I will not accept your assignments if the questions are not typed, nor will I receive hand written assignments.  All assignments must have your CRN number.  Please number your pages and staple two or more pages.  See example:

Type your heading on the right hand side of paper, SINGLE SPACED (Example below) Arial size 12 font:

Larry Mendoza
Introduction to Business
CRN: 71141
Monday/Wednesday – 11:10 a.m. 12:35 p.m.
Assignment Due: November 18, 2015

Example of how to set up your questions:

1. Explain the purpose of a business model?

The purpose of a business model is to determine how a business intends to generate revenue.

2. Why is a vision statement valuable in the business world?

A vision statement is valuable to consumers in the business world because it provides a brief articulation of the principles that guide a company’s decisions and behaviors.

Number your pages on the bottom center (Example below):

-1-

1. Quiz – Business in Action & 21 Laws of Leadership (Open Book)  Date: August 26, 2015

2. Questions from Chapters 1, 2, and 3 - Please answer the following questions:
   a. Identify and define the seven (7) components of professionalism.
   b. Define micro and macroeconomics. Please give one (1) example for each.
   c. Name and explain the six (6) reasons why nations trade?
      Note:  (33 points each for a total of 99 points)  Date: September 9, 2015

3. What’s News (Find articles WSJ relating to business)  Date: October 5, 7 12, 2015

-Persist  O-Organize  S-Strive for Excellence  S-Stay Involved  I-Innovate  B-Be Focused  L-Learn for Life  E-Emphasize Integrity
4. Midterm Exam                                      Date: October 14, 2015

5. Marketing Group Presentations (Chap. 13-16)     Date: November 4 and 9, 2015
   Please see attached sheet for details.

6. WSJ/Yahoo Finance Stock Market Project          Date: November 18 and 23, 2015
   Please see attached sheet for details.

7. Guest Leaders: You will form a small group, the leader or designated person will ask a
   professional leader (employed) in our community of their availability to speak to our class on
   Effective Business Leadership. Each guest leader will share their leadership strategies for
   20-25 minutes with our students. If the leader cannot come to class, the group will do a 20-
   25 minute PowerPoint presentation on their leader.                          Date: November 25 and 30, 2015

8. Final Exam                                       Date: December 9, 2015

Tutoring Resources: Tutoring is available by calling 395-4430.
PLEASE NOTE: Open communication is important. If you believe you are not getting what
you expect or deserve from the course or the instructor, please talk with me. Our open
discussion will not affect your grade!

BC’s Policy on Plagiarism and Cheating: In all courses, student’s written work is evaluated
for effectiveness, as well as content. All writing should be expressed clearly, logically, and
maturely, using Standard English sentence structure, grammar, and spelling. Students must
acknowledge all sources of information by following a standard (APA) style citation format. All
students are expected to behave with the fullest integrity. For further details regarding these
policies, please see page 31 of the Bakersfield College 2015-2016 Catalog.

PLEASE: Turn off your cell phones, IPods during class. Students are not allowed to take
photos of the PowerPoint presentations. Lectures cannot be recorded unless given prior
permission by the Professor. There is no texting; eating or drinking allowed during the
class.

Note: Lab top computers are allowed in the class, however you must sit in the front row;
if you are caught using the internet during class, lap top privileges will no longer be
available.
**DATE OF CLASS SESSIONS | CLASS ROOM CHAPTER/DISCUSIONS | HOMEWORK/ASSIGNMENTS**

<p>| August 24, 2015 | <strong>(Please bring your books to class the first day)</strong>. Introduction to the course. Review syllabus; overview of the course. Questions and answer session about the course. Student introductions. Introduce Habits of Mind <em>(HoM)</em>. Share planning calendar. X-Credit - record assignment due dates. | Please read Chapters 1-2 of Business in Action by Bovee &amp; Thill. Read Chapters 1-7 of Laws of Leadership, pages 1-76 by John Maxwell. <strong>Note: Quiz on August 26, 2015; bring in both your textbooks.</strong> |</p>
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<tr>
<td><strong>September 2, 2015</strong></td>
<td>Discuss Chapter 3 – The Global Marketplace. Discuss the 2nd (7) Laws of Leadership by John Maxwell. (HoM) Memory Tips. <strong>Note:</strong> Students to think about/select stocks they would like to invest in. Obtain one copy of the WSJ.</td>
<td>Read Chapter 19 – Financial Markets and Investment Strategies in Business in Action.</td>
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<td><strong>September 7, 2015</strong></td>
<td><strong>LABOR DAY HOLIDAY – NO CLASS</strong></td>
<td><strong>NO CLASS</strong></td>
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<td><strong>September 14, 2015</strong></td>
<td>Discuss Chapter 4 – Business Ethics &amp; Corporate Social Responsibility. (Hand-out Pre-Assessment exam).</td>
<td>Read Chapter 5 Forms of Ownership.</td>
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<td><strong>September 16, 2015</strong></td>
<td>Discuss Chapter 5 – Forms of Ownership. (HoM) Video onPersist.</td>
<td>Review and study the 14 laws of leadership. Read Chapter 6 on Small Business Ownership.</td>
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_P-Persist  O-Organize  S-Strive for Excellence  S-Stay Involved  I-Innovate  B-Be Focused  L-Learn for Life  E-Emphasize Integrity_
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<td>September 23, 2015</td>
<td>Discuss Chapter 7 – Management Roles, Functions and Skills. Discuss the last (7) Laws of Leadership. <em>(HoM)</em> Test Preparation.</td>
<td>Read Chapter 8 on Organization &amp; Teamwork.</td>
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<td>September 28, 2015</td>
<td>Discuss Chapter 8 – Organization and Teamwork.</td>
<td>Read Chapter 9 of Production Systems.</td>
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<tr>
<td>October 7, 2015</td>
<td><strong>What’s News Oral Presentations.</strong></td>
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**P**-Persist  **O**-Organize  **S**-Strive for Excellence  **I**-Innovate  **B**-Be Focused  **L**-Learn for Life  **E**-Emphasize Integrity
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<td>October 19, 2015</td>
<td>Begin discussion on Chapter 10 Employee Motivation.</td>
<td>Read Chapter 11 of Business in Action.</td>
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<td>October 21, 2015</td>
<td>Discuss Chapter 11 – Human Resources</td>
<td>Read Chapter 12 of Business in Action.</td>
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<tr>
<td>October 28, 2015</td>
<td>Discuss Chapter 13 and 14 Art &amp; Science of Marketing and Product and Pricing Strategies (HoM)</td>
<td>Read Chapters 15 and 16 of Business in Action.</td>
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<tr>
<td>November 9, 2015</td>
<td>Groups III and IV Marketing Presentations</td>
<td>Present your group presentations. Read Chapters 17 and 18 of Business in Action.</td>
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_P-_Persist  _O-_Organize  _S-_Strive for Excellence  _S-_Stay Involved  _I-_Innovate  _B-_Be Focused  _L-_Learn for Life  _E-_Emphasize Integrity
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<td>November 11, 2015</td>
<td>VETERANS’ DAY HOLIDAY – NO CLASS</td>
<td>NO CLASS</td>
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<tr>
<td>November 23, 2015</td>
<td>Complete Stock Market (5 minute oral presentation). (HoM) Learn for Life.</td>
<td>Each guest speaker is allotted 20-25 minutes for their oral presentation on Leadership NOTE: Assignment 6 – The written Stock market assignment is due.</td>
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<tr>
<td>November 25, 2015</td>
<td>Two (2) Guest Speakers – Presentations</td>
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<tr>
<td>November 30, 2015</td>
<td>Two (2) Guest Speakers - Presentations</td>
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<td>December 9, 2015</td>
<td>FINAL EXAM – Please arrive at 9:50 a.m. to take the exam at 10:00 a.m. PLEASE BE PROMPT!</td>
<td>HAVE A WONDERFUL CHRISTMAS BREAK!</td>
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**IMPORTANT:** All students must take the mid-term and final exam(s) to pass this course. Missing either of the exams is cause for not passing the course.