COURSE SYLLABUS
BSAD B20 – Introduction to Business CRN: 71144 (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 26, 2015 – December 9, 2015
Class Day: Wednesday – 6:00 p.m. – 9:10 p.m.
Classroom: Delano Science & Technology – Room 1103
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 it’s 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 the PowerPoint slides for Business - Chapters 1-20 and Laws of Leadership Chapters 1-21 for our class for discussions.

Purchase textbooks at Delano Bookstore within the first week. Call 661-720-2008 for operating hours.


(1) Wall Street Journal (WSJ) – What’s News Presentation for class. Please purchase (1) copy of the WSJ newspaper for one of the following (Dates: September 23-30 2015).

(NOTE: MANDATORY - All textbooks are required the first day of class)

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

- 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 DSPS Counseling (661-720-2012) please ask for Ms. Diane Allen, as soon as possible to ensure such accommodations are implemented in a timely fashion. For appointments, please call (661-720-2000). 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 two (2) days absent from the class, the student may be dropped. Punctuality is important. Two (2) times tardy or leaving before the class is dismissed will constitute one (1) absence.

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>September 6, 2015</td>
<td>Last day to drop from semester length classes without receiving “W” grade</td>
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<tr>
<td>October 14, 2015</td>
<td>Midterm Exam</td>
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<tr>
<td>October 30, 2015</td>
<td>Last day to withdraw from semester length classes and receive &quot;W&quot; grade</td>
</tr>
<tr>
<td>December 9, 2015</td>
<td>Final Exam</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 presentation.

MANDATORY FORMAT FOR HOMEWORK – FOLLOW EXAMPLE BELOW:

Type your heading SINGLE SPACED (Example below) – PLEASE FOLLOW THIS GUIDE. Use size 12 font:
Larry Mendoza (Your name)
Introduction to Business
CRN: 71144
Wednesdays – 6:00 – 9:10 p.m.
Assignment Due: Wednesday, September 16, 2015

Please number your pages on the bottom center (Example below):
-1-
**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 example, 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.

**Grading Scale:**

<table>
<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>4</td>
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<tr>
<td>B</td>
<td>3</td>
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<td>C</td>
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<td>1</td>
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<td>F</td>
<td>0</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**

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

Larry Mendoza (**Your name**)  
Introduction to Business  
CRN: 71144  
Wednesdays - 6:00 – 9:10 p.m.  
Assignment Due: October 7, 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):

ASSIGNMENTS

2. Pre-Assessment Exam Date: September 2/9, 2015
3. Questions from Chapters 1, 2, and 3 - Please answer the following questions:
   a. Identify and explain the five (5) multiple environments of business?
   b. Name the economic issues that are important to understanding the economy. Please give an example for each.
   c. When planning a business in another country, what are the six (6) categories companies should be aware of? Briefly explain each category.
      Note: (33 points each for a total of 99 points) Date: September 9, 2015
4. Quiz on the first 14 Laws of Leadership Date: September 16, 2015
5. Quiz on the 21 Laws of Leadership Date: September 23, 2015
6. What’s News (Research articles WSJ) Date: September 30, 2015
7. Midterm Exam (Chapters 1-10 and 19) Date: October 7, 2015
8. Stock Market – Analyzing two (2) stocks in the market: Date: November 4, 2015
9. Marketing Presentations Groups (I-IV) Date: November 18, 2015
10. Guest Speakers/Leaders: Speak on Business and Effective Leadership skills. 20 Minute Presentations Date: December 2, 2015
11. Final Exam - Chapters 11-18, 20. Date: December 9, 2015
Supplemental Instructor: Available on Bakersfield College campus and willing to assist. See instructor for more information.

Tutoring Resources: Tutoring is available, please call: Monica Huyck – Tutorial Coordinator (661-720-2076).

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: Laptop computers are allowed in the class, however you must sit in the front row; you must use your BC email login and password to connect to WI-FI (use network “KCCDopen” and open any internet browser to login); if you are caught using the internet during class, lap top privileges will no longer be available.
# BSAD B20 INTRODUCTION TO BUSINESS

**Fall Semester 2015 – Wednesdays from 6:00 – 9:10 p.m. Delano Science & Technology Room 1103**

**Professor Robinson**

ASSIGNMENTS – (Assignments are subject to change)

<table>
<thead>
<tr>
<th>DATE OF CLASS SESSIONS</th>
<th>CLASS ROOM CHAPTER/DISCUSSIONS</th>
<th>HOMEWORK/ASSIGNMENTS *(Please refer to page 5 of this syllabus for assignments and homework).</th>
</tr>
</thead>
</table>
Note: Quiz. PLEASE bring your textbooks to class. Homework:  
Begin reading Chapters 3 of Business in Action. Please read Chapters 8-14 of the Laws of Leadership pages 77-152. |

_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>October 28, 2015</td>
<td>Discuss Chapter 16 – Customer Communication and Chapter 17 – Financial Information and Accounting. <strong>(HoM)</strong></td>
<td>Read Chapter 18 and 20. Student Leaders – Bring in gift cards. All students will sign thank you cards for leaders. Confirm attendance of Guest Speakers – Leaders.</td>
</tr>
<tr>
<td>November 4, 2015</td>
<td>Accounting Concepts. Discuss Chapter 18 – Financial Management. Discuss Chapter 20 – The Money Supply and Banking Systems. <strong>(HoM)</strong></td>
<td>Call and confirm guest speaker’s attendance to come on December 2, 2015. <strong>NOTE:</strong> Assignment 9 - Stock market assignment is due.</td>
</tr>
<tr>
<td>November 18, 2015</td>
<td>Group Marketing Projects – Groups: I, II, III and IV. Develop a PowerPoint and Oral Presentations on the group’s new product.</td>
<td>Marketing Project – Power Point Presentation and Commercial. Turn in assignment; please put the commercial on a Disk. Turn in today for full credit.</td>
</tr>
<tr>
<td>December 2, 2015</td>
<td>Guest Speakers Leaders (4) – Come to our Class – Share their leadership skills for success.</td>
<td>Each guest speaker is allotted 20-25 minutes for their oral presentation on Leadership. Please review for final exam. Begin to study.</td>
</tr>
<tr>
<td>December 9, 2015</td>
<td><strong>FINAL EXAM</strong> – Please arrive at 5:50 p.m. to take the exam at 6:00 noon. <strong>PLEASE BE PROMPT!</strong></td>
<td>HAVE A WONDERFUL CHRISTMAS BREAK!</td>
</tr>
</tbody>
</table>

**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.

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