

BUS 1: INTRODUCTION TO BUSINESS

Fall 2012

Time: 6:00 p.m. to 8:50 p.m.

Instructor: Allison Pratt

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Ticket #: 22575

Room: BGS 232

Date: 8/22/11-12/18/11

Units: 3

Day: Monday

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. Course may be offered by mediated mode of instruction.

COURSE OBJECTIVES:

Upon completion of this course, the student will be able to:

1. Describe the various organizational structures in business.
2. Explain and illustrate the various principles of management.
3. Evaluate the role of global business and the interrelationships of government and society.
4. Differentiate between the various functions of business (financing, personnel relations, production, marketing, and management control).
5. Assess the ways in which technology has impacted modern business practice.

STUDENT RESOURCES:

The required text: *Understanding Business*; Nichols/McHugh/McHugh; McGraw-Hill, **9th Ed**

BLACKBOARD:

• Blackboard is an online learning system that we use for some distance education and "hybrid" courses. Here's a link to Blackboard: <http://soccdd.blackboard.com>. (There should also be a link on your personal Saddleback "My Site" page.)

Blackboard Username and Password

To access Blackboard:

- In the blank space next to "user name," type the first part of your *Saddleback* email user name (e.g., jdoe67). If your Saddleback email address is hgoff04@saddleback.edu then your username would be hgoff04.
- Your password is your SADDLEBACK email password (default is your student PIN or the last four digits of your social security number + two zeros). **IF YOU CHANGED YOUR EMAIL PASSWORD, THAT PASSWORD WILL ALSO BE YOUR BLACKBOARD PASSWORD.**
- Click the LOGIN button

Blackboard may be used to supplement our learning, more information will be provided in class.

Course Evaluation and Grades:

Attendance and Class Participation	15 points
Exams	200 (4 @ 50 points each)
Group Semester Project (Paper)	60 points
Group Semester Project (Presentation)	25 points
Current Event	10 points
Book Contribution	10 points
Total Points	320 Points

Final Grade: A= 288 and above B=-256-279.9 C=224-255.9 D=192-223.9
F=Below 192

** No credit for late work

Tentative Class Schedule:

Date	Day	Subject – Do Chapter Reading Before Class
8/22	Monday	Introductions Syllabus review Course Overview and Expectations
8/29	Monday	Chapter 1 and 2 Discuss Semester Project
9/5	Monday	HOLIDAY
9/12	Monday	Chapter 3 Project Orientation and Group Introductions
9/19	Monday	Chapter 4 and 5
9/26	Monday	Chapters 6 and EXAM 1
10/3	Monday	Chapters 7 and 8
10/10	Monday	Chapters 9 and 10
10/17	Monday	Chapter 11 and EXAM 2
10/24	Monday	Chapters 12 and 13
10/31	Monday	Chapters 14 and 15
11/7	Monday	Chapters 16 and EXAM 3
11/14	Monday	Chapters 17 and 18
11/21	Monday	Chapters 19 and 20 and Group Time
11/28	Monday	Group Presentations and Class Discussion
12/5	Monday	Group Presentations and Class Discussion
12/12-18 TBD	Monday	EXAM 4/FINAL

Syllabus is subject to change at instructor's discretion.

GROUP SEMESTER PROJECT

Making a Difference with Management

Background

I attended a workshop where Amy Hurley-Hanson and Cristina Giannantonio (Professors at Chapman University) discussed this project. I was immediately impressed with the idea and am bringing it to Saddleback College.

Orange County, California is the perfect location for Saddleback College students, faculty and staff. As one of California's most popular locales, residents are used to beautiful weather, a host of entertainment opportunities, and easy access to beaches, mountains and the desert.

Visitors to Southern California will not be disappointed if they hope to experience the Orange County famously portrayed in television shows such as "the O.C.", "Laguna Beach", and "The Real Housewives of Orange County". However, if we were to peek behind the scenes of Hollywood's portrayal of Orange County, we would get a glimpse of "The Real O.C.".

While many of its residents enjoy an unparalleled lifestyle, in the real Orange County children go to bed hungry, the working poor are unable to afford rent or own a house, and immigrants face the challenge of trying to build a better life for themselves and their families.

Consider the following statistics compiled by Second Harvest Food Bank of Orange County.

"In Orange County, one of the world's most affluent places, over 456,000 people are at risk of going hungry sometime every month. With Orange County's average rents among the highest in the nation, many working families need to choose between buying enough groceries for the month and keeping a roof over their heads". The Eleventh Annual Report on the Condition of Children in Orange County reports that children account for 38% of the hungry in Orange County. Over 74,000 children and 20,000 seniors received emergency food assistance from the Second Harvest Food Bank of Orange County in 2005. You might be surprised to realize that poverty exists in a county where the median income is \$62,000 and million dollar homes are the norm, not the exception.

The work involved in the Real O.C., your semester's group project, will provide you with a look at some of the important work that nonprofit agencies and corporations are doing to solve the human and social justice problems that exist in our own backyard. The group project has been designed to show you how to be socially responsible business leaders by examining the services that nonprofit agencies provide in our community; and by providing opportunities for students to participate in service learning to gain an understanding of the human and social justice problems that exist in their own backyards.

The purpose of the group project is to provide students with the link between theory and

practice by participating in an in-depth experiential exercise that will be completed over the course of the semester. You will work in a 5-6 member team to create and become a student run organization whose mission is to provide aid and support to one of Orange County's service agencies. Your team will decide upon *one single item* that you will collect and deliver. In selecting the item, you must consider the practical, logistical and managerial issues that your team will confront in carryout out its task. For example, it is reasonable to expect that your team could collect gently used work clothes from Saddleback students to deliver to Working Wardrobes; it is not realistic to expect that you provide a refrigerated truck for Second Harvest. You may choose to focus on a specific group of individuals (babies, seniors, orphans, etc) when selecting the one item that you will collect and deliver. There are numerous groups and agencies to select from. While, often, the immediate need is for money to support their efforts, there is also a need for material items such as shoes, socks, tents, cooking utensils, school supplies, soap, etc. Raising money is not acceptable for this project. Each team will document the amount of goods provided to the agency with photographs and/or videos of the items being delivered to the agency. The items must be delivered by the due dates provided. This will allow you time to reflect as a group on the teams experiences and discuss them in the written paper.

Project Deliverables

The group project includes both a written paper and an oral presentation. The group project has been designed to include both an outcome (what you did) and a process (how you did it) component. The team project is worth 85 points, with the paper worth 60 points and the presentation worth 25 points.

The written paper will be approximately 20 pages in length. You may use tables and bullet points to summarize the content where appropriate. Each group's written paper must include a Cover Sheet with the class name, group number and a listing of the team member's names. You must include a References page where you cite all sources referred to in the paper and the photographic evidence as highlighted above. The oral presentation will be approximately 20-25 minutes in length. You may use PowerPoint slides and other visual media to aid in your presentation. Each member of the student team must participate in the presentation and all student teams must be present for all of the group presentations. Additional details follow:

Written Paper (60 points)

The written paper has three sections. The first section describes the not for profit agency or targeted group (babies, seniors, etc.) you have chosen to support. The second section explains

why you chose the item you collected, how you collected it, and how much of it you collected. The third section is entitled From Theory to Practice, and it describes the lessons that your team learned by participating in this experiential exercise over the semester.

Section One: Your Cause – (20 points)

Describe the organization, agency, or targeted group your team chose to focus on this semester.

Explain why your team chose to support this specific cause.

Describe their mission statement. Give a brief history of the organization.

Describe who this organization targets and the products or services they provide.

Describe the organizational structure and culture of the agency.

Section Two: The Item – (20 points)

Describe the item that your team chose to collect and deliver.

Describe why your team chose this item and whom this item will help. Provide statistics and relevant information to support your choice of item.

Describe how your team collected this item.

Quantify how much of this item your team collected.

Provide visual documentation of the items being delivered to the agency (Pictures or video)

Section Three: From Theory to Practice – (20 points)

Answer the following question: “How did participating in this project allow your group to experience the concepts, ideas, and theories in BUS 1?”

Structure your analysis into individual and group variables that your team experienced by participating in this project.

Oral Presentation – (25 points)

The Oral Presentation is approximately 20 minutes in length. You may use PowerPoint slides and/or other visual media to aid in your presentation. You must show visual proof your items were collected (photos) and delivered. Each member of the team must speak during the presentation.

The Oral Presentation should follow the format of the written paper and be divided into three sections.

The Oral Presentation should briefly describe the agency your team chose to focus on.

It should briefly describe why you chose the item you collected, how you collected it, and how much of it you collected.

It should briefly describe one individual and one group concept that your team experienced by

participating in The Real O.C. Project.

All teams are expected to be present for all of the group presentations.

The Oral Presentation will be evaluated on both the content and the professionalism of your presentation.

Current Event (10 points)

Your current event must be about a company and demonstrate at least one of the Triple Bottom Lines (profit, planet and people). Please bring in the article, write your name on the top of it, and briefly (up to 2 minutes) discuss the key points, identifying the TBL's in the article. This is an informal conversation, no PowerPoint is required.

Book Contribution (10 points)

Identify a good read related to business. Introduce the book by providing a brief (1 -2 minutes) overview of the book and why you recommend it. Written summary NOT required. Again, link your book to at least one of the Triple Bottom Lines (profit, planet and people). To earn full points, please turn in a sheet with the book, author, identified TBL and your name when you discuss your book.

Additional Information

Students with disabilities please discuss with me possible accommodations that might be useful. All information will remain confidential.

Please note: Violation(s) of the "Code of Conduct" outlined in the Saddleback College *Student Handbook* will impact your grade.

Student Learning Outcome: At least 80% of students will demonstrate adequate (grade C) or better ability to outline and analyze the most effective solutions to common managerial problems.