

BUS 1: INTRODUCTION TO BUSINESS

Fall 2010

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

Instructor: Allison Pratt

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Ticket #: 19430

Room: BGS 255

Date: 8/25/10-12/19/10

Units: 3

Day: Wednesday

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://socccd.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 E-MAIL 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	50 points
Exams	200 (4 @ 50 points each)
Group Semester Project (written and oral)	150 points
Current Event	50 points
Total Points	450
<i>Extra Credit</i>	<i>Up to 40 points</i>

Final Grade: A= 405 -450 B=404-360 C=359-315 D=314-270 F=Below 270

*Must be present for in class assignment credit

** No credit for late work

Tentative Class Schedule

Date	Day	Subject – Do Chapter Reading Before Class
8/25	Wednesday	Introductions Syllabus review Course Overview and Expectations
9/1	Wednesday	Chapter 1 and 2 Discuss Semester Project
9/8	Wednesday	Chapter 3 Project Orientation and Group Topic Selection
9/15	Wednesday	Chapter 4 and 5
9/22	Wednesday	Chapters 6 and EXAM 1
9/29	Wednesday	Chapters 7 and 8
10/6	Wednesday	Chapters 9 and 10
10/13	Wednesday	Chapter 11 and EXAM 2
10/20	Wednesday	Chapters 12 and 13
10/27	Wednesday	Chapters 14 and 15
11/3	Wednesday	Chapters 16 and EXAM 3
11/10	Wednesday	Chapters 17 and 18
11/17	Wednesday	Chapters 19 and 20
11/24	Wednesday	EXAM 4 and Group Time
12/1	Wednesday	Group Presentations and Class Discussion
12/8	Wednesday	Group Presentations and Class Discussion
12/15	Wednesday	FINAL Group Presentations and Class Discussion

Syllabus is subject to change at instructor's discretion.

Guidelines for Group Semester Project Briefing Paper for BUS 1

What is a Briefing Paper?

Your briefing paper should be 5 pages, not counting ancillary information (title page, table of contents, references, etc.) If you need to exceed that page number, that's fine, but don't exceed it by much.

A common duty of a management professional is to “brief” decision makers about a particular issue, situation, or scenario. The purpose of "briefing" is to provide a clear and concise exposition of the situation or issue, any important implications, and recommendations for action.

A good briefing, including yours, should include:

- a clear statement of the topic of the brief and short summary of the issue or problem (one paragraph);
- a relevant and brief background to the issue(s) (2-4 paragraphs);
- a concise analysis of the issues and business implications
- conclusions & recommendations for action, which may include your opinion, backed up by evidence and support (2-4 paragraphs);
- any "annexes" or appendices with supplemental information (for example a table of statistics, summary of interview questions or a graph) that you feel the decision maker might find useful but which is not necessary to an understanding of the issue.

Choosing your topic:

This can be the most overwhelming part of the research process – a professor says “write a paper on a topic related to this course” and you, the student, are left hanging. What exactly is a “topic related to this course?” The professor may give you a little more advice “from the general topic, narrow your focus to a specific area.” That little piece of advice doesn’t really help too much. .

I do want you to write a paper on a topic related to this course. But to help you choose this topic, let me offer a little more guidance. Think of your topic in terms of a question or problem. Think of yourself as an analyst, consultant, or evaluator. Doing this will improve your chances of finding something that isn’t overwhelming and is manageable, and that will lead to a better grade.

You will identify your problem after conducting your interview of a manager or business owner. In our course, we focus on the many facets of business. For your project, you want to identify a problem or issue highlighted during your interview. Select one area that is of interest to the group. A helpful hint is to prepare questions about relevant business topics in advance of your interview. Questions such as ...what are the big challenges they are presently facing? What keeps them up at night? This should produce some problem areas during your interview.

Note that this does **NOT** mean that you must **write about something that no one has ever written about before**. It **DOES** mean that you are going after a topic and answers that are

new to YOU.

Presenting the Paper – PowerPoint

Case Analysis Presentation – Using PowerPoint you will present your case analysis to the class. Your presentation should be limited to seven or eight slides that cover the following:

- Title Slide: Identifies the case issue/problem, organization and presenter.
- Purpose Statement: Identifies the purpose of the analysis and problem.
- Analysis of Problem: Provides appropriate background to analyze the issue or problem.
- Recommendation: Presents your recommendation to solve the problem.

Your briefing paper and presentation should include lessons learned from class presentations and discussion, and your individual readings from the textbook. Your case analysis presentation should not take longer than 15 to 20 minutes. *Remember, if you have questions or concerns; feel free to come see me! I'm here to help.*

Current Event

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.

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.