

Syllabus for: Introduction to Business	
Semester & Year:	Fall 2012
Course ID and Section Number:	BUS 10-- #032414
Number of Credits/Units:	3
Day/Time:	Tuesday 6:00 – 9:10 pm.
Location:	Room 112, Mendocino Coast Education Center
Instructor's Name:	Kelley Gibbs
Contact Information:	Office location and hours: available by appointment and before or after class Phone: 707-962-2600 Email: kelley-gibbs@redwoods.edu or kelleyrkg@ix.netcom.com
Course Description (catalog description as described in course outline): An introduction to the trends and opportunities in today's dynamic global business environment surveying economics, global markets, social responsibility, ownership forms, entrepreneurship, management organization, marketing, accounting and financial management.	
Student Learning Outcomes (as described in course outline) :	
<ol style="list-style-type: none"> 1. Identify business trends and strategies and explain how they relate to the global economy 2. Describe and analyze the relationship between business and society – with particular emphasis on local economic development issues. 3. Describe and analyze the importance of business ethics and the ability to apply ethical theory to the real-world behaviors of business 4. Define business terms and explain their application in a business setting. 5. Utilize technology and accounting concepts to understand and manage quantitative data. 6. Compare and contrast business entities – with particular emphasis on analyzing the effectiveness of differing business models. 7. Design and develop an introductory business project 8. Develop and deliver professional presentation of the business project 9. Develop and utilize workplace skills through participation in a team project 10. Describe and analyze the challenges that all entrepreneurs face when developing a new business. 11. Identify academic and career opportunities in the field of business. 12. Compare and contrast basic business structures and organizations. 	
Special accommodations: College of the Redwoods complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. Please present your written accommodation request at least one week before the first test so that necessary arrangements can be made. No last-minute arrangements or post-test adjustments will be made. If you have a disability or believe you might benefit from disability related services and may need accommodations, please see me or contact Disabled Students Programs and Services. Students may make requests for alternative media by contacting DSPS.	
Academic Misconduct: Cheating, plagiarism, collusion, abuse of resource materials, computer misuse, fabrication or falsification, multiple submissions, complicity in academic misconduct, and/ or bearing false witness will not be tolerated. Violations will be dealt with according to the procedures and sanctions proscribed by the College of the Redwoods. Students caught plagiarizing or cheating on exams will receive an "F" in the course.	

The student code of conduct is available on the College of the Redwoods website at:
<http://redwoods.edu/District/Board/New/Chapter5/AP%205500%20Conduct%20Code%20final%2002-07-2012.pdf>

Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the college catalog and on the College of the Redwoods homepage.

College of the Redwoods is committed to equal opportunity in employment, admission to the college, and in the conduct of all of its programs and activities.

College of the Redwoods, Mendocino Coast Campus
Fall 2012 Semester

Division: Business Technology
Course ID and Number: BUS 10 (#032414)
Course Title: Introduction to Business
Time: Tuesdays from 6:00 – 9:10 PM
Room: 112
Units 3.0

Contact Information

Instructor: R. Kelley Gibbs, CPA, MBA
E-mail: kelleyrkg@ix.netcom.com
Office Hours: Room 112, Tuesdays before class 5:00 – 6:00 pm, or after class

Textbook information:

*BUSN*⁵ by Kelly/McGowen

Course Description:

An introduction to the trends and opportunities in today's dynamic global business environment surveying economics, global markets, social responsibility, ownership forms, entrepreneurship, management organization, marketing, accounting and financial management.

Course Learning Outcomes:

13. Identify business trends and strategies and explain how they relate to the global economy
14. Describe and analyze the relationship between business and society – with particular emphasis on local economic development issues.
15. Describe and analyze the importance of business ethics and the ability to apply ethical theory to the real-world behaviors of business
16. Define business terms and explain their application in a business setting.
17. Utilize technology and accounting concepts to understand and manage quantitative data.
18. Compare and contrast business entities – with particular emphasis on analyzing the effectiveness of differing business models.
19. Design and develop an introductory business project
20. Develop and deliver professional presentation of the business project
21. Develop and utilize workplace skills through participation in a team project
22. Describe and analyze the challenges that all entrepreneurs face when developing a new business.
23. Identify academic and career opportunities in the field of business.
24. Compare and contrast basic business structures and organizations.

Class Format:

Each class will consist of lectures which will focus on the area of study, occasional guest speakers, and break out sessions to work on projects. There will be a short quiz at the beginning of each class.

Grading:

- Participation (10%)

- Regular attendance and participation in classroom discussions will comprise 10% of the final grade.
- Team Business Plan (30%)
 - The team business plan will be the focus of the class effort, with the final product (a Business Plan) comprising 30% of the final grade.
- Quizzes and Examinations (50%):
 - There will be a short quiz given at the beginning of each class. The quizzes will be 15% of the final grade.
 - One mid-term exam comprising 15% of the final grade.
 - One final exam comprising 20% of the final grade.
- Projects (10%)
 - There will be miscellaneous projects throughout the semester.

Grade Scale:

A	93-100	A-	90-92		
B+	87-89	B	83-86	B-	80-82
C+	77-79	C	70-76		
D	60-69				
F	59 and below				

Exam Make-Up Policy

There will be absolutely NO make-up exams. If you have an extenuating circumstance, it is your responsibility to speak to me at least one week prior to the scheduled exam dates. Failure to inform me at least one week prior to the scheduled exam dates will result in a zero '0' grade for the exam in question.

Team Business Plan:

The Team Business Plan will be a cooperative effort by 2-3 students to:

- 1) Identify a potential business opportunity
- 2) Write a Business Plan

A **business plan** is a written statement describing a potential business opportunity; importantly including what the product of the new business will be. The Plan describes underlying justification for launching the new business. It will include identifying all of the significant issues which any new business might face; economic, legal, and any other issues which may contribute to the success of the proposed business and also, all of the issues which may be challenges to the success of the proposed business. The key benefit of a business plan is to explore the viability of a business opportunity before the business is launched. "Better to make your mistakes on paper than in real life."

It is important to remember that the conclusion of a Business Plan can be positive or negative; either is equally valid.

- 3) Present the Business Plan to the Class

Academic Dishonesty:

Plagiarism (presenting someone else's work as your own) and cheating (receiving unauthorized assistance) are dishonest practices and will not be tolerated in this class. CR's policy provides severe penalties in these cases from warning to permanent suspension. If you have any questions or doubts about this issue ask your instructor. When using source material for written papers,

always cite your sources. **Students caught plagiarizing or cheating on exams will receive an “F” for the course.**

Special Accommodations:

If you have a disability or believe you might have benefit from a disability related service and may need accommodations, please contact Carole Freeman in the DSPPS office (Room 130) carole-freeman@rewood.edu (707) 962-2638. College of the Redwoods complies with the Americans for Disabilities Act in making reasonable accommodations for qualified students with disabilities.

Expectations:

Students will be expected to attend every class and be prepared to actively participate in the discussion of the assigned readings and assigned topics. The business world requires clear and concise communication. All written submissions will be evaluated as to how well they accomplish this objective.

Class room discussions will be conducted with consideration towards each student’s right to participate.

Absences:

Regular attendance and participation is a critical factor in student success. Students are expected to attend all sessions of each class. Please notify me in advance/prior to class if you are going to miss a class.

Cell Phones and Laptops:

Cell phones are to be turned off during class.

Laptops; Bring laptops if you have them available. **Note:** Computers are a business tool like pens and paper. As such, laptops will only be used to promote the objectives of the class. The instructor will reserve the right to review their availability in the class room if they are being used for other purposes other than to promote the objectives of the class.

Note: The instructor reserves the right to make any change in the syllabus or course schedule

Class -1 – Tuesday, Aug 28th

Course Introduction:

Read Chapt 1

What is a Business Plan and why you want to put one together

Class -2 - Tuesday, Sept 4th

Economics - the basics – why the economy works –

Read Chapt 2

Class – 3- Tuesday, Sept 11th **

Business Entities – forms of ownership – what is the difference

Read Chaps 6 & 7 Forms of Business Ownership

The Law - Rules and Regulations – ignorance is no excuse

Taxes – a partner in every business entity

Class -4- Tuesday, Sept 18th **

Finances, Accounting - the language and dread of Business

Finance is more than just numbers
Cash Flow – Cash Flow – Cash Flow
Read Chapt. 8
Insurance – what it is and why you really need it

Class -5- Tuesday, Sept 25th
Accounting continued –
Communication and Technology - what it is and why you need it
Read Chaps 5 & 16
Independent research on the Internet
Tools: Excel, Word and PowerPoint
How are you doing on your Business Plan

Class -6- October 2nd
Marketing and Product Awareness: - plan the trip before taking the journey
Hint; Marketing is not just Advertising
The most fundamental question - How do you figure out what to sell
i.e. what is your product or service
Understanding your market and your competition
The concept of reputation and why it is so important
Read Chaps 11, 12 & 13

Class -7- Tuesday, Oct 9th
Marketing continued:
Understanding the Risks of getting into and operating your Business
The Fatal Flaw Theory
What happens if you actually succeed
The first major risk to your business growth
Do you really understand your business
Now that you are confused, a recap of what we have covered so far

Class -8- Tuesday Oct 16th **
Banking - why you need to make that connection before you need a loan
Money – where it is, and how you access it
Read Chapt 9 & 10
Status of your Business Plan

Class -9- Tuesday Oct 23rd
Mid term exam

Class -10- Tuesday Oct 30th
Ethics and Fraud – competition and sleeping well at night
Read Chapt 4
Government – rules and regulations – the elephant in the room
Doing business in Fort Bragg

Class -11- Tuesday Nov 6th
Management and Labor – the next step in growing bigger
Why this is the next biggest risk to your business
Read Chaps 14 & 15 & 17

Class -12- Tuesday Nov 13th

Review Business Plan progress – final questions -

Class -13- Tuesday Nov 20th

International Business: - the world beyond Fort Bragg

Read Chapt 3

Class -14- Tuesday Nov 27th

Final class review – summary thoughts – possible careers – where you go from here

Class -15- Tuesday Dec 4th

Business Plan presentations

Class -16 Tuesday Dec 11th

Final Exam