

**LONG BEACH CITY COLLEGE**  
**SCHOOL OF BUSINESS ADMINISTRATION AND SOCIAL SCIENCE**  
**INTRODUCTION TO BUSINESS [G.BUS.5] COURSE SYLLABUS AND OUTLINE**  
**SPRING 2012**

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Class Time: Wed. 7:00 p.m. to 9:50 p.m.  
Course No.: 30195  
Location: PCC MD-133  
Credits: 3 - This course is transferable to UC/CSU programs.

Required Text: Foundations of Business, by Pride, Hughes & Kappor [Publisher: Houghton Mifflin]. We will be using the 2nd edition in class (ISBN-13: 978-0-538-74451-5), but the 3rd edition (ISBN-13: 978-1-111-58015-5) was recently released and that may be all our bookstore has in stock. If you can obtain a copy of the 2nd edition, new or used, that will work best. If you only can purchase the 3rd edition, you'll do fine.

Course Description: This course and our text have been divided into six "Parts": The Environment of Business [Chs. 1-3], Business Ownership and Entrepreneurship [Chs. 4-5], Management & Organization [Chs. 6-8], Human Resources [Chs. 9-10], Marketing [Chs. 11-13] and Managing Information, Accounting & Finance [Chs. 14-16].

Learning Objectives: Upon successful completion of the course, students should be able to: (i) develop a working knowledge of common terms and concepts; (ii) recognize the role of business in industry and society; (iii) examine the effects of ethics/social responsibility, diversity, and globalism on the organization; (iv) evaluate the impact and effects of technology on the organization; and (v) analyze the external environmental factors, such as industries, customer needs and competitive forces.

How is this going to be done? By introducing you to the overall operation and "place" of business in our society, through: (i) learning the "language of business" (key business words and terms); (ii) gaining knowledge of business concepts and (iii) developing your communication skills, both written and oral, which are critical to business success.

Format: All classes will be lecture. Your questions and input are welcome. Students are expected to have read all assigned material **prior** to class. Because the length and number of class presentations is hard to gauge, the Chapter numbers indicated on the following Class Schedule are estimated. However, these are the dates by which you are expected to have read the chapter prior to class.

Grading: There will a total of 1100 pts. available to earn. The Midterm Exam [which covers Chs. 1 through 8] and Final Exam [which covers Chs. 9 through 16] are worth 200 pts., each. The Semester Project is worth 200 pts. The Current Events Project is worth 100 pts. The Stock Market Challenge (team project) is worth 200 pts. The two Business Memo assignments are worth 50 pts, each. Class Participation (including timely attendance) is worth 100 pts. If a student takes the Midterm Exam on a day other than scheduled (i.e. other than with the class), turns in an assignment or does a presentation late, your grade will be reduced by 30% of the total points available (e.g. turn in Bus. Memo late and your maximum score is 35 pts.). The final exam must be taken on the date scheduled. This course is not graded on a curve. Grades: A - 990 pts. & above; B - 880 to 989; C - 770 to 879; D - 660 to 769; and F - 659 & below. Yes, if you "earn" an "F," I'll give you an "F." No extra credit, although the Stock Market Challenge permits the opportunity for bonus points depending on your team's success.

Attendance: You are expected to attend all classes on time and to participate. In the event of three or more absences, a student may be dropped from the course or have his/her grade lowered. **If you are unable to attend a class, you are expected to find out what material was covered. It is suggested you make a couple of friends with whom you can exchange phone numbers and/or email addresses.**

It is your responsibility to timely drop or withdraw from class. The College's Policies & Procedures in this regard are set forth in this semester's Schedule of Classes. In that regard, after April 22, 2012, if you have not officially dropped/withdrawn, I cannot give you a "W," which probably means you'll "earn" an "F." **Remember, I am not responsible for dropping you from this class; it is your responsibility to timely do so.**

Academic Conduct: All students are expected to read, respect and abide by the rules and policies set forth in "Creating a Collegiate Environment" and the "Standards of Student Conduct" which can be found in the Long Beach City College Catalog. There is no objection to drinking in class, but please no eating. Please silence or turn off cell phones, Blackberries, etc. Laptops are the only electronic devices permitted while class is in session, but only for class work (e.g. taking notes); **checking or responding to email, surfing the web, or looking at or sending texts is not permitted.**

Communication with Instructor: You are welcome to call, fax or email at the above numbers. **My preference is for you to understand this subject. If you have questions or concerns, contact me.**

Miscellaneous: This syllabus and other class information with which I suggest you familiarize yourself, can be found at:

<http://business.lbcc.edu>  
- Select: Business Faculty and Staff  
- Select: Greenberg, B.

CLASS SCHEDULE

<u>Class #</u>	<u>Date</u>	<u>Activities</u>
1	01-11	Introduction & Overview of Class
2	01-18	Chapters 1 & 2
3	01-25	Chapter 3 Business Memo Preparation Discussion Business Memo Assignment #1 [due 02-08]
4	02-01	Chapter 4 Current Events Assignment [due 02-29 or 03-07]
5	02-08	Stock Market Discussion Stock Market Challenge Assignment [see below for due dates]
6	02-15	Chapters 5 & 6
7	02-22	Chapters 7 & 8 First Stock Market Challenge portfolio due
8	02-29	Midterm Review Presentations [Current Events Assignment]
9	03-07	Presentations [Current Events Assignment] Midterm
--	03-14	No Class [Flex Day]
10	03-21	Chapters 9 & 10 Business Memo Assignment #2 [due 04-04] Semester Project Assignment [due starting 04-25]
11	03-28	Chapter 11 Second Stock Market Challenge portfolio due
12	04-04	Chapter 12
--	04-11	No Class [Spring Break]
13	04-18	Chapter 13
14	04-25	Chapter 15 Presentations [Semester Project] Final Stock Market Challenge project due
15	05-02	Chapter 16 Presentations [Semester Project]
16	05-09	Chapter 16 [continued] Chapter 14 Presentations [Semester Project] Final Exam Review
17	05-16	Class Wind-up Presentations [Semester Project] Final Exam