Dear Hybrid BUS 100 Students,

Welcome to the hybrid section of the BUS 100 Intro to Business at College of the Canyons. My name is Valerie Garcia and I will be your instructor for this course. This orientation letter will give you an overview of the course and of the required time commitment that is necessary to succeed in this class. Please email me with any additional questions prior to the commencement of the class and I will respond within 48 hours.

Course Information

Course description

Introduces the field of business administration, examining how U.S. and global business policies and practices are affected by the interaction of economic systems, culture, legal, political, and financial institutions, including economic systems, leadership, entrepreneurship, strategic management, organizational structure and communication, marketing, accounting, finance, stock market, operations, information technology, human resources, organized labor, ethics, social responsibility, sustainability, and globalization.

Course objectives

1. Analyze specific ways in which the U.S. government affects, restricts, and protects businesses.
2. Compare and contrast the advantages and disadvantages for each form of business organization, such as sole proprietorships versus partnerships versus corporations.
3. Analyze the ethical consequences of business decisions, and design ways to demonstrate ethical commitment, social responsibility, and environmentally sustainable business strategies.
4. Compare and contrast the primary types of economic systems, such as planned economies versus market economies.
5. Debate globalization issues for a business, such as the choice of international organizational structures, with attention to legal, social, cultural concerns, and interdependence of financial markets.
6. Compare and contrast the key management functions of planning, organizing, leading, and controlling.
7. Identify current production and operations processes concerns in an operations case, such as capacity and layout planning, and address sustainability issues.
8. Differentiate key human resource management functions and laws affecting employees.
9. Identify the marketing mix and key tools, terms and strategies related to each element. Evaluate the significance of each element of the marketing mix.
10. Describe and analyze how information technology and Internet web technologies impacts the primary functions of business in the modern world.
11. Evaluate the basic components of financial statements, such as balance sheets and income statements, and basic accounting ratio analysis.
12. Identify the various types of financing, and the process of internal and external financing and controls.
13. Identify securities markets including investment options, and conduct basic analysis of business financial information. Compare and contrast the potential risk of various financial investments, including common versus preferred stock, and corporate versus government bonds.
14. Compare and contrast the potential risk of various financial investments.
15. Differentiate the components of risk management and basic insurance concepts.

**COURSE MATERIALS (REQUIRED TEXT)**

**Required Text**

<table>
<thead>
<tr>
<th>Author</th>
<th>Title</th>
<th>Edition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ronald Ebert</td>
<td>Business Essentials</td>
<td>11th edition</td>
</tr>
<tr>
<td>Ricky Griffin</td>
<td></td>
<td>no need for access code</td>
</tr>
</tbody>
</table>

**ADDITIONAL INFORMATION AND RESOURCES**

**Reading**

**Students are expected to read and study the entire textbook.** Reading assignments will be given weekly (approximately two chapters per week and at least one case study) and adjusted as needed. Students are expected to complete reading assignments and homework prior to attending class and to bring the textbook to class. However, all assigned content is fair game for exam and quiz questions, even if it has not been discussed in the classroom.

**Participation**

Student participation is critical to enhance the educational experience. Participation includes contributing to discussion boards, class discussions, group case analysis, video case analysis, homework and other assigned activities, active listening, showing respect to classmates and instructor and being punctual. If you are not present, you are not participating.
Attendance

Due to the nature of this course, regular attendance is crucial for successful completion. Absent for any reason, for one more time than the class meets in one week, may be dropped from the class according as per the college catalog.

Internet

You will need to have a reliable internet and email access. All assignments will be uploaded into Canvas. Please sign into Canvas prior to the first class meeting. If this is your first time signing into canvas use your MyCanyons Username (example: jdsmith) Password is student. Makes sure to change your password when your first sign in. It does take 24 to 48 hours for your access after you have registered. If you need help please email cvsupport@canyons.edu or phone 661-362-3344. You can download office 365 from your my canyons email account. You will need to sign in several times a week to complete assignments, quizzes and discussion boards.

ASSIGNMENTS AND EXAMS

Exams:

Exams may consist of multiple choices, fill-in the blanks, matching and essay questions based on material from the textbook, class discussions and supplemental materials. Most exams except for the final will be taken on line. The final will be in class.

Assignments:

Assignments will be uploaded to Canvas. You will need to be able to upload a word doc and/or a pdf file. You will also need to be able to scan a document and/or upload a picture into Canvas. To be successful in this course you will need to be self-disciplined and organized to make sure all deadlines are met. If this is your first Hybrid/online course, it is recommended to take Counseling 070 (Becoming a Successful Distance Learning Student). This is a one unit course designed to improve your success in online courses.

Ethics- It is an absolute requirement that we treat EACH OTHER with respect and confidentiality. This does not mean we have to agree with each other, but we “DO” have to respect one another.

Please let me know if you have any additional questions.

Valerie Garcia, MBA

Business Adjunct Instructor