

Intro to Business: BUSD010.09
Winter 2015
DeAnza College
MW 1:00pm – 3:15pm
Location: MCC17

Instructor: Emanuele (Manny) Cappello

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Office Hours: MW 12:00pm - 12:50pm AND TTH 12:30pm – 1:20 pm; Location: F51M

Required Texts:

Exploring Business v.2.1 by Karen Collins

This is an open source textbook available free online at
<http://www.saylor.org/books/>

or you may order a hardcopy for \$89 at
<https://students.flatworldknowledge.com/course/2472153>

Course Description:

This course explores the fundamentals of business. It provides an overview of the forces within the business environment (i.e., globalization, economics, government, technology and society), and an introduction to the key functional areas within the firm, such as marketing, operations, accounting, finance, management and human resources.

Students will be presented with questions, problems, and cases that ask for more than merely regurgitating information read in the text. These exercises will require students to gather information, assess situations, think about them critically, and reach a logical conclusion. Many of these exercises are based on business situations involving well-known companies relevant to today's business environment. My plan is to involve you (the student) in real world business scenarios that are interesting and engaging to enhance the learning experience.

Student Learning Objectives (SLOs):

1. Distinguish among the primary functions within a business, such as, marketing, operations, human resources, accounting and finance, and identify the interests and roles of key business stakeholders, such as employees, management, owners, and society.
2. Demonstrate a working vocabulary of business term

Requisites:

Advisory: English Writing 211 and Reading 211 (or Language Arts 211), or English as a Second Language 272 and 273.

Course Requirements: Students are required to have access to a computer with Internet capability for course material, homework assignments, quizzes and the final exam. Students must also have a Catalyst account and knowledge of how to log in and navigate the system. If the student is unable to obtain regular access to a computer, there are computer labs on campus for this purpose. Please contact me if assistance is needed

Participation and Attendance: Participation and attendance are mandatory. Attendance will be taken at the beginning of class, end of class, or both. If you have 3 recorded absences, you may be dropped from the course. Two tardies are considered an absence. You will be graded on participation in the course, not on how often you've attended. Of course, you need to attend class in order to participate. Students are expected to complete the assigned readings before each session, come prepared to discuss the topics in class, and be prepared to answer a question at the beginning of class. Your grade will reflect your participation.

Quizzes: There will be 6 equally weighted quizzes spaced evenly throughout the quarter. Each one will cover material in the assigned reading as well as topics discussed in class. These quizzes may include, but are not limited to, multiple choice, matching, True/False, short and medium answer questions. Of the 6 quizzes, 5 will count and your lowest quiz score will be dropped. There are no make-ups for a missed quiz.

Homework/Assignments: There are 12 homework assignments each worth 10 points that cover topics presented in the *Exploring Business* text. Students must submit responses in Catalyst that answers the questions and/or provides opinion(s) to the prompts by 11 PM on the date they are due. If a student has an excused absence from class, they are still required to submit (again via Catalyst) their work by 11 PM on the date it is due. Late submissions will not be accepted and the student will receive a zero for that assignment.

Final Exam: The final exam will be the same format as quizzes but will be comprehensive. Students are required to be in attendance and bring a computer or equivalent device capable of accessing Catalyst and answering questions on the exam.

Grading:

Participation:	80 pts.
Quizzes:	500 pts. (100 pts. each)
Homework Assignments:	120 pts.
Final Exam:	300 pts.

Points associated with letter grades

Points	Grade	Points	Grade
970-1000	A+	760-799	C+
930-969	A	700-759	C
900-929	A-	660-699	D+
860-899	B+	630-659	D
830-859	B	600-629	D-
800-829	B-	0-599	F

Classroom Policies:

Technology in the Classroom: Cell phone (smart phone, text messaging, etc.) use is strictly prohibited. Laptops and tablet style computers are allowed but only for referencing the text and accessing Catalyst.

Make-up Quizzes and Extensions: There will be no make-ups for quizzes or final exam. If you miss a quiz, you will receive a zero grade for that quiz and this would likely be one of the five dropped. There will be no extensions for homework assignments. If you have an excused absence and are unable to attend class on the day a homework assignment is due, you may submit your paper via Catalyst until 11 PM on the day it is due. The final exam must be taken during the scheduled time and in the assigned classroom. You are required to have access to a computer in the classroom during the final. If this is a problem, please contact the instructor to make other arrangements.

First Week of Attendance: Students must be present every day for the first week of classes to reserve their space in the classroom. If a student misses a class during the first week and does not contact the instructor by the next day, s/he may be dropped.

Dropping: It is your responsibility to drop or withdraw from this course. If you wish to take a “W” for the class, you must do so on or before the withdrawal date. There are various deadlines to keep in mind. Please refer to the academic calendar on MyPortal for all official dates.

Students with Disabilities: Note to students with disabilities: If you have a disability-related need for reasonable academic accommodations or services in this course, provide Professor Emanuele Cappello with a Test Accommodation Verification Form (also known as a TAV form) from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC). Students are expected to give five days notice of the need for accommodations. Students with disabilities can obtain a TAV form from their DSS counselor (864-8753 DSS main number) or EDC advisor (864-8839 EDC main number)

Disruptive Classroom Behavior: Disruptive classroom behavior includes, but is not limited to, talking when it does not relate to the discussion topic, sleeping, reading other material (e.g. newspapers, magazines, textbooks from other classes), eating or drinking, electronic socializing (e.g. Facebook, Twitter, etc), monopolizing discussion time, refusing to participate in classroom activities, leaving on cellular phones and pagers, and engaging in any other activity not related to

the classroom activity. Students who engage in disruptive classroom behavior will be approached by the instructor and may receive a lower participation grade. If the disruptive behavior continues, students may be dropped from the course.

Academic Honesty: Communication of any kind during quizzes or exams between students or others is not allowed and is considered cheating. This includes any verbal, written or other communication. All quizzes and exams are to be the work of the individual student only. If you have a question during a quiz or exam, you are only allowed to talk to the instructor. If a student is observed cheating on a quiz, they will receive a grade of zero on that assignment and be reported to DeAnza Administration. If a student is caught cheating on the final exam, they will automatically receive a grade of F for the course.

Need help? Meet with tutors and attend workshops in the Student Success Center: <http://www.deanza.edu/studentsuccess>.

New this quarter...free online tutoring available to all De Anza students! Just login to [MyPortal](#), go to the Students tab, and find the Smarthinking link. You can work with a tutor live (hours vary by subject) or post a question or piece of writing for a response. For more information, go to <http://deanza.edu/studentsuccess/onlinetutoring.html>

Methods of Instruction:

- Lecture and visual aids
- Discussion of assigned reading
- Discussion and problem solving performed in class
- Homework and extended projects
- Collaborative learning and small group exercises
- Collaborative projects

Course Schedule & Assignments:

Wk	Date	Reading Assignments <i>Exploring Business</i>	<i>Assignments/Activities</i>
1	4-Jan	Ch. 1 – The Foundations of Business	Complete Assignment 1 Chapter 1 - How Much Is That CD?
	6-Jan	Ch. 2 – Business Ethics and Social Responsibility	Complete Assignment 2 Chapter 2 - Was Nike Responsible?
2	11-Jan	Quiz 1 Chs. 1-2	
	13-Jan	Ch. 3 – Business in a Global Environment	Complete Assignment 3 Chapter 3 – What is NAFTA?
3	18-Jan	Holiday – No Class	
	20-Jan	Ch. 4 – Selecting a Form of Business Ownership	Complete Assignment 4 Chapter 4 - SolarBike Company
4	25-Jan	Quiz 2 Chs. 3-4	
	27-Jan	Ch. 5 – The Challenges of Starting a Business	Complete Assignment 5 Chapter 5 - Subway Franchise
5	1-Feb	Ch. 6 – Managing for Business Success	Complete Assignment 6 Chapter 6 - Success thru Planning
	3-Feb	Quiz 3 Chs. 5-6	
6	8-Feb	Ch. 7 – Recruiting, Motivating, and Keeping Quality Employees	Complete Assignment 7 Chapter 7 - Four Theories of Motivation
	10-Feb	Ch. 9 – Marketing: Providing Value to Customers	Complete Assignment 8 Chapter 9 - Build a Better iPod
7	15-Feb	Holiday – No Class	
	17-Feb	Quiz 4 Chs. 8-9	
8	22-Feb	Ch. 10 – Product Design and Development	Complete Assignment 9 Chapter 10 - Strange New Product
	24-Feb	Ch. 11 – Operations Management in Mfg and Service Industries	Complete Assignment 10 Chapter 11 - Common Production Processes
9	29-Feb	Ch. 12 – The Role of Accounting in Business	Complete Assignment 11 Chapter 12 - Inventory Turnover Ratio
	2-Mar	Quiz 5 Chs. 10, 11, & 12	
10	7-Mar	Ch. 13 – Managing Financial Resources	Complete Assignment 12 Chapter 13 - Raising Money for a Multimillion-Dollar Plant Expansion
	9-Mar	Ch. 16 – The Legal and Regulatory Environment of Business	
11	14-Mar	Quiz 6 Chs. 13-16	
	16-Mar	None	Extra Credit Assignment due Final Exam Review Game – Extra Credit
12	25-Mar	Final Exam – Friday, March 25th @ 1:45 PM	