

DE ANZA COLLEGE
BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION
BUSINESS 10 - INTRODUCTION TO BUSINESS

Winter 2016 – Section 4Y

CRN 30217

INSTRUCTOR: Emily Garbe, PhD

Welcome to Introduction to Business! This is a hybrid class where we will have face-to-face meetings two days a week plus online assignments and activities. We will cover the basics of businesses, so get ready for a fun and exciting quarter!

Number of Units: 5

Requisites:

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

Course Objectives:

By the end of the course, students are expected to:

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

Class Information:

Class hours: Monday/Wednesday 11:30-1:20pm

Class location: ADM102

Instructor Contact Information:

Office hours: M 3:30-4:20pm; T 11:30-1:20pm; W 10:30-11:20am, or by appointment

Office location: Room S in building F5

Catalyst Messaging (best way to reach instructor)

The instructor will try to answer the messages within 48 business hours or mostly likely much sooner.

Class website:

Look for the class site in De Anza Catalyst <https://catalyst.deanza.edu/>.

Required Materials:

- Textbook: ***Understanding Business***, Nickels, McHugh & McHugh, Irwin / McGraw-Hill. 9th edition.
- Test supplies: 4 Green Scantron Score Sheets (4" x 11") and #2 pencils. Scantron score sheets are available at the De Anza bookstore.
- A calculator with basic arithmetic functions (no need for a business calculator).

Several copies of the textbook are available in the De Anza library for students to borrow. In addition, a small, limited number of book vouchers are available to students who qualified from

the division office.

Course Requirements:

- Attendance and class participation
- Online assignments and forum discussions
- Online chapter quizzes
- Tests and Final Exam
- In class group works

Class Attendance and Participation:

The instructor is required to drop all no-show students on the first day unless you have contacted the instructor and made prior arrangements with valid excuses (e.g., major medical emergency, national guard, jury duty). In addition, the instructor will drop the students who are absent one or more weeks during the first two weeks of the class. The instructor may drop the students who are absent more than 4 classes during the quarter. However, if a student wants or needs to drop the class, the student is solely responsible for dropping the course.

See De Anza's policies and deadline for attendance and drop/add/withdraw at <http://www.deanza.edu/policies/attendance.html> and <http://deanza.edu/calendar/>.

1/18 No school Monday; MLK Birthday

2/15 No school Monday; Washington's Birthday

3/21 Final exam on Monday 11:30-1:30 pm

Participation in class and timely completion of assignments are essential as learning in this class is built on top of the previous chapters.

You must be officially registered in the class to attend classes and submit assignments. Attending classes and/or submitting assignments without official registration in the class are invalid and prohibited, and do not constitute registration in this class.

Access to a computer and the Internet:

This is a hybrid class, which means part of the coursework will be conducted online, including online assignments, Catalyst forum discussions, and online chapter quizzes. All assignments are posted on Catalyst at <https://catalyst.deanza.edu>. A computer is required for submitting your assignments and the research paper. You may use your own computer for Internet access; or, if you prefer, you can use the computers in either the De Anza library or the Library West Computer Lab. Hand-written papers will not be accepted. Not having time to go to the library to use the computers or forgetting to do the assignments are not valid excuses for incomplete assignments.

If you miss a class, please go to Catalyst and download the lectures. Quizzes and projects must be typed on a computer and submitted no later than the due date. No late submissions will be accepted.

Please use **Firefox** as the recommended and supported browser for Catalyst assignments, quizzes and exams. Google Chrome and other browsers have been reported to have problems with Catalyst features, such as not being able to submit a quiz/exam.

When the user name password dialog box appears on the screen, type in your user name and password. Your user name is your 8-digit De Anza College student ID, not your 9-digit social security number. Your password is your 8-digit birthdate using the format MMDDYYYY. For example, a student whose ID is 10001234 and birthdate is January 1, 1980, would log in as:

Username: 10001234

Password: 01011980

Do not contact the instructor for technical issues. There are technical specialists in De Anza to support you for technical questions and issues at <http://catalysthelp.deanza.edu/>.

Use of computers in class:

Please note that the use of a laptop, tablet or smartphone by a student is **NOT** permitted in class unless specified by the instructor for in-class group work. From time to time, there will be in-class assignments that require a laptop when the instructor will ask you to bring a laptop or tablet. The instructor will provide several units to use in the classroom should you need one.

Online chapter quizzes:

All chapter quizzes must be completed by 11:55pm of the due date. These are open-book, open-notes assignments to be completed on Catalyst. Make sure to hit “submit” to receive the grades for your assignments. Students are encouraged to work with their team members to discuss the questions and contact the instructor if need help. No late submissions will be accepted because the answers for the quizzes will be available once a quiz is closed. No late submission regardless of the reason for missing an assignment. Please do not ask the instructor to restart or extend a quiz for you. Once you start a quiz, you must complete it. There is no restart or pause on the timer.

Tests and Final Exam:

There will be three in-class, closed-book, closed-note tests during weeks 3, 6, and 10, plus the final exam during week 12.

Accommodations:

Students with learning disabilities of any kind are encouraged to make arrangements with Disabled Student Services at <http://www.deanza.edu/dss/> for extra time on exams. Students who are unsure whether they have a learning disability are encouraged to contact Disability Support Programs & Services at <http://www.deanza.edu/dsps/> as soon as possible to determine eligibility. Please let me know in the beginning of the quarter if you need accommodations.

Grading Policy:

The grades will be based on the following distributions:

	<i>Points</i>
Online quizzes	180 points (0.5 points per question)
Group assignments and online forums	100 points

Test 1	120 points (3 points per question)
Test 2	150 points (3 points per question)
Test 3	150 points (3 points per question)
Final exam	300 points (3 points per question)
Total	1,000 points

Letter grades will be assigned to students based on their total course grade, which is calculated as a sum of the grading components, as described above.

Total points	Letter grade
980 or above	A+
930-979	A
900-919	A-
880-899	B+
830-879	B
800-819	B-
780-799	C+
700-779	C
680-699	D+
630-679	D
600-619	D-
599 or below	F

ACCOMODATIONS

Students with learning disabilities are encouraged to make arrangements with the De Anza Disabled Student Services if you need extra time on the quizzes and exam. Students who are unsure whether they have a learning disability are encouraged to contact the Disability Programs and Support Services as soon as possible to determine eligibility. Please submit your DSS form to the instructor if you need accommodations.

ACADEMIC INTEGRITY:

Students are expected to abide by the Student Conduct Rules as described in the Student Handbook at <http://www.deanza.edu/studenthandbook/academic-integrity.html>. For all assignments, tests, and final exam, **never copy any materials from another student, or from the Internet.** Any assignments with un-cited materials copied from the Internet, another De Anza student (current or prior students) or students from another college as determined will be viewed as plagiarism and will be immediately referred to De Anza's Dean of EOPS & Student Development for actions.

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Date	Topics and In-class Activities	Assignments
Week 1: 1/4 (M)	Introduction Syllabus overview Chapter 1 – Business Environment	Chapter 1 quiz Syllabus quiz
1/6 (W)	Chapter 17 – Accounting	Print out Apple financial worksheet on Catalyst and bring to next class
Week 2: 1/11(M)	Chapter 17 – Accounting In class Apple financial worksheet	Chapter 17 quiz Bring laptop/tablet if you have one* Apple financial worksheet due in class
1/13(W)	Chapter 18 – Financial Management	Chapter 18 quiz
Week 3: 1/20 (W)	Test #1 (chapters 1, 17, 18)	Bring Scantron, #2 pencils and calculator
Week 4: 1/25 (M)	Chapter 13 – Marketing	Chapter 13 quiz
1/27 (W)	Chapter 14 – Products & Pricing	Chapter 14 quiz
Week 5: 2/1 (M)	Chapter 15 – Distribution	Chapter 15 quiz
2/3 (W)	Chapter 16 – Promotion	Chapter 16 quiz Bring laptop/tablet if you have one* In class ads evaluation exercise due end of class
Week 6: 2/8 (M)	Test #2 (chapters 13-16)	Bring Scantron and #2 pencils
2/10 (W)	Chapter 9 – Operations	Chapter 9 quiz
Week 7: 2/17 (W)	Chapter 7 – Leadership	Chapter 7 quiz Bring laptop/tablet if you have one* Business Leadership Forum discussions (begin in class, due Saturday)
Week 8: 2/22 (M)	Chapter 6 – Entrepreneurship In-class paper airplane business simulation	Chapter 6 quiz
2/24 (W)	Chapter 5 – Form Businesses	Chapter 5 quiz Group Paper Airplane Venture Powerpoint due
Week 9: 2/29 (M)	Chapter 2 – Economics	Chapter 2 quiz

3/2 (W)	Chapter 3 – Global Markets In class global brand survey	Chapter 3 quiz
Week 10: 3/7 (M)	Test #3 (chapters 2, 3, 5, 6, 7, 9)	Bring Scantron and #2 pencils
3/9 (W)	Chapter 10 – Motivations	Chapter 10 quiz
Week 11: 3/14 (M)	Chapter 11 – Human Resource Management	Chapter 11 quiz
3/16 (W)	Chapter 4 – Ethics & Social Responsibilities	Chapter 4 quiz
Week 12:		
3/21 (M)	Final Exam 11:30am-1:30 pm Chapters 1-7, 9-11, 13-18	Bring Scantron, De Anza ID, calculator, and #2 pencils

* Laptops/tablets are not mandatory. Instructor will provide some units to share in the classroom.