

De Anza College

INTRODUCTION TO BUSINESS – BUS 10 – SYLLABUS

Introduction To Business, Bus 10

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Course Duration: 12 weeks

Office Hours: Online chat – Fridays 1:00 – 3:00 PM

Winter: 2016

Section: BUS -010.-65Z **CRN: 00276**

Location: Online

Days: Three days Online

Time: Any Time

Web Site: <http://faculty.deanza.fhda.edu/hernandezguillermo/>

COURSE DESCRIPTION:

This introductory course will teach you the fundamentals of business organization and procedures to acquaint you with management principles, business terminology, types and forms of business ownership and organizations, human resources management, organizational theory, marketing, finance, and accounting.

COURSE RATIONALE:

In today's world, it is critical that the students have at least a broad and general knowledge of the world of business. This course provides an opportunity for the student to examine the various career fields such as production management, financial management, statistics, and self-employment and to see how each of these blends together to form the "World of Business." Knowledge of these areas may also assist the student in the selection of his or her own career field.

COURSE OBJECTIVES:

The objectives of this course are to acquaint you, the student, with the various facets and functions of the business world, to help you understand how each of these business functions blend into the overall business picture, and to assist you in planning your own personal career goals in the particular business field of your choice. In addition:

1. Acquaint you with some of the problems of starting a new business.
2. You will be able to analyze and understand the role of the government in private business.
3. Develop the conceptual skills to be able to blend each individual career field into the compact world of business.
4. Give careful consideration to which field you might prefer in planning your career.
5. Increase your knowledge of the role of accounting, law, marketing, insurance, and production in the overall business spectrum.

COURSE MATERIALS:

Textbook:

Book Title: Introduction to Business, 10th Edition

Author(s): Nickels, McHugh

ISBN-13: 978-0-07-352459-7

ISBN-10: 0-07-352459-X

Textbook website: The textbook website contains additional resources for you to help you prepare better for the course. I strongly recommend using it:

http://highered.mcgraw-hill.com/sites/007352459x/information_center_view0/

Optional Materials:

Catalyst System: <https://catalyst.deanza.edu/>

Test supplies: None required all exams and quizzes will be done online.

PC: The class requires a personal computer/laptop with a Windows Operating System and MS Word and PowerPoint.

Need help? Meet with tutors and attend workshops in the Student Success Center:

<http://www.deanza.edu/studentssuccess>.

COURSE REQUIREMENTS:

Reading assignments: Completion of all reading assignments is essential for successful performance on the examinations. Students are strongly advised to complete all reading assignments BEFORE class on the day they are due in order to get the most out of the lectures. Not all chapters are assigned. Consult the class calendar below on a daily or weekly basis to make sure you are keeping up with the reading. You have to let the instructor know if you are going to miss an exam.

Examinations:

Four partial exams plus quizzes.

All exams and quizzes will be taken online. Exams will open up on the designated day and will remain open for the duration of the week. The exam can be taken any time during the week it opens. However, the exams and quizzes will be time bound since the moment you open the test. If you have problems while taking the test, you can contact me immediately at the moment you had the problem. Do not use email, you can call me at my cell phone or text me. I will reset your exam or quiz. The exams are usually two hours long. The exam and quizzes will close at midnight at the end of the week. Hence, don't wait until 11:00 PM to take an exam/quiz; you may not have enough time to complete it. Do not procrastinate until the last moment. The latest I recommend to start the exam/quiz is 8:00 PM. Do not contact me if you have problems on the last day of the exam/quiz after 8:00 PM, you are on your own for procrastination.

ADDITIONAL REQUIREMENTS:

Access to the Internet: Access to the Internet is required for this class. The online quizzes will count for 25% of your course grade. You can use your own home computer for Internet access; or, if you prefer, you can use the computers in either the Student Learning Center (a.k.a. the library) or the Open Media Lab. The Open Media Lab is located downstairs in (the basement of) the Student Learning Center Annex. The room number is LCW 102. To use the computers in the Open Media Lab, you must have your student DASB card activated at the library circulation desk.

Catalyst Access: You need to access the Catalyst System for the online portion of the class. The online portion will have discussion forums for answering weekly discussion questions, working in teams, and for taking the quizzes and class exams.

GRADES:

Each student's course grade will be calculated in either of two ways, and that student will be awarded the **higher** of his or her **option 1** (without final exam) and **option 2** (with final exam) grade. This means that taking the final exam can only **help** your grade – it cannot hurt your grade. However, the final is optional, so if you already have an “A” based on your option 1 grade, you will probably want to skip the final. Each of the two grades is calculated as an **average** of 2 to 5 grade **components**, with a grade point scale as follows:

Component	<i>Option 1 Weights</i>
Online quizzes 10 Quizzes 10 points each Four additional 10 points Quizzes Extra Credit	100
Exam 1	50
Exam 2	50
Exam 3	50
Exam 4	50
Final Exam	100
<i>Exams/Quizzes Total</i>	400
<i>Class Project</i>	100
<i>Participation</i>	100
<i>Class Total</i>	600

Exam 5 is shown as Float because only 4 of the 5 exams will be counted. Hence, if you take all the five exams, the one with the lowest score will not be counted. If you miss one exam with excuse then you lose this flexibility.

Letter grades will be assigned to students based on their total course grade, which is calculated as a weighted average of the grading components, as shown below, based on the total accumulated points. The table below shows the grades scale.

Grading Scale:

Grade Scale Based on 600 Points	4.0 Scale	Letter grade	Point Scale	
98% or above	4.0	A+	588	600+
95%	3.8	A	570	587
93%	3.7	A-	555	569
83%	3.3	B+	495	554
75%	3.0	B	450	494
68%	2.7	B-	405	449
58%	2.3	C+	345	404
50%	2.0	C	300	344
33%	1.3	D+	195	299
25%	1.0	D	150	194
17%	0.7	D-	105	149
Below 17%	0	F	0	104

Let me make clear, you earn your grade based on the point scale shown above. I am not in the habit of giving students points. Before I post the final grades, I email them to the entire class. You have 24 hours to be sure your grades are correct. After that, your grade will be turned in and they will be final. Please, don't come back 2 or three days later requesting a grade change. Even if you missed one point for your next grade, I cannot give you extra work or just extra point so that you can get your next grade. Again, **I don't give points away, you earned them and once your total points are scored, that will be your grade.**

Assignments Options:

You need to do a class project assignment paper. This can be done in a team or individually. I will let you know in the online class when is time to decide which project you will do and if you want to do it in a team or individually. The class team project includes a paper and a PowerPoint presentation. The team paper has to be done using APA formatting guidelines.

You can find APA formatting guidelines information in this link:

<https://owl.english.purdue.edu/owl/section/2/10/>

Make sure you read the information in the link and apply the guidelines as stated. Don't wait until the last week to check this out. I recommend you do it immediately. You can use this format not only in this class but also in other classes. It is also a document format that is used in businesses all over the world as well.

Here are the projects you can work on. You can also decide on your own project topic but make sure you discuss it with me first.

Stock Trading-Investopedia: Extra credit can also be earned by playing the **Investopedia** online stock market game. This game is about learning how to invest in the stock market, buying and selling stocks and options at real market prices during the quarter with a starting budget of \$100,000. All teams that present their presentation in front of the class earn 10 extra credit points additional. Notice also that the deliveries for this assignment includes both the APA Word document (no PDF) and the PowerPoint presentation. The extra credit is for doing the presentation in front of the class.

For more information visit: <http://www.investopedia.com/>

Start an eBusiness - An eBay Storefront: This is a very interesting project. You will work alone or in a team to setup your own little eBusiness. Using eBay you will setup your own store for selling items you/your team will like to sell. You will learn how to setup your own business since eBay provides a complete micro-Market of buyers and sellers in a dynamic and unique environment. The eBay system provides everything you need to setup your own virtual store front and you don't have to be an expert in Web Design. Let me point out that there are people that make comfortable living selling products at eBay. This exercise will give you a solid foundation of what you need to do to start your own business. The team will not setup a product sale page. You will sell items using the free options available. In this manner there is no investment required and the costs are minimal.

What is the most successful business/store front in eBay?

Go-Green: - Shrink Your Footprint: It is all about energy and, what are you doing about? You will work in a team to learn about energy saving and what it means "Living Green." This is about learning what you can do to conserve energy and how do your energy consumption compares with others. This has nothing to do with Global Warming or Climate Change. There is no solid/concrete evidence that carbon emissions are harming the environment. You can discuss this issue in the paper if you do a complete research, find the truth about it, and reference the material you researched. If you want to learn about the REAL causes of climate change, then research the following topic: "Earth Poles are Shifting." This is the real reason why climate is changing and it is changing randomly as we are experiencing.

You will study why it is important to conserve energy, learn about the fact that fossil fuel is a precious and limited resource that should be used wisely. Investigate the truth about the Global Warming theories and thoroughly investigate if this is a hoax or true phenomena. Global Warming aside, energy sources are limited and the demand for energy is real and fundamental for economic growth. There is a lot that we can do to help by conserving energy and help maintain important resources.

More details about the projects will be provided in the class.

Evaluation Criteria for Written Assignments:

All written assignments have to follow **APA Format Standard**, using 12 point, Times New Roman Font and 1.5 spaced. Information about APA format can be found at:

<http://owl.english.purdue.edu/owl/resource/560/01/>

The written assignment will be evaluated according to the following elements:

Criteria	Comments	Points
Content and purpose		m/N
Organization		x/N
Grammar/Punctuation/Spelling		p/N
Readability/ Style		r/N
TOTAL		S/N

Where: m, x, p and r, are your individual criteria scores, S is your total score (m+x+p+r) out of N possible points of the assignment.

Points may have different weights according to maximum points. Higher weights will be given to “Content and purpose” and “Grammar/Punctuation/Spelling” when possible.

In addition, assignment’s content and purpose will be evaluated based on the objectives of the exercise, as well as precision, clarity and completeness. The format for each assignment will depend on the content of the subject and the specifics of the lesson. The details for each assignment will be provided in the online class.

Academic Integrity Policy:

Students who cheat on an exam or a quiz, or help another person cheat on an exam or online quiz will be reported to Academic Affairs and the Dean of Instruction of De Anza College. The student will automatically receive an F for the Exam or Quiz grade.

De Anza College takes integrity violations seriously. Please, review De Anza Academic Integrity Code in this link:

<http://www.deanza.edu/studenthandbook/academic-integrity.html>

Attendance: Attendance will be called every day at the beginning or end of class. If you are late to class, please come see me at the *end* of class and let me know you were there. Otherwise, I will mark you absent. If you *appear to have been absent* more than 2 days within the first three weeks of the class without any notification I will drop you from the class. Therefore, ***if you*** have been absent more than 2 days in the first three weeks of the class and you ***want to stay in the class, I highly recommend you discuss the situation with me.*** Students that do not show up during the first week of class will be dropped by the end of the first week.

Special warning about failing to drop the class on a timely basis: If you do not want to continue in the class, be sure to use the MyPortal system to drop the class *you will be stuck in the class.* ***State law forbids me from dropping you after the third week of the class for any reason.*** Your only option after that date is to drop the class yourself. If you are absent for more than one week in a row you need to drop the class as you have failed the attendance requirements to earn a grade. You will receive and F in the class for not maintaining attendance requirements. If you stay in the

class you will receive an F automatically. Hence, drop the class if you don't want that F in your records. Attendance is a mandatory state requirement.

In summary:

1. Read this course syllabus completely and make sure you understand it. Participate in the class discussion forums each week. Attendance and participation are measured by participating in the class discussion forums.
2. If you are absent 2 (no class participation in the weekly discussion forum) or more weekly class discussion periods in a row, within the first week of the class, and I have not received an email from you explaining your absences, I will drop you from the class. Students that fail to attend or participate in the class discussion forum in the following two weeks of the course will also be dropped by the end of the third week of the class.
3. Important, if you miss to participate in the discussion forums before the end of the third week, you will be dropped from the class. Attendance is done by participating in the class discussion forum.
4. Beginning at the start of the 4th week and ending of the quarter you need to drop yourself from the class.

INTRODUCTION TO BUSINESS

Course Schedule

Note: I recommend you print this section and refer to it on a regular basis. It is very important.

Course calendar (with reading assignments and activities):

Date	Activity
Week 1	
	Study The Green sheet/Course Syllabus + Read Chapter 1
	Read Chapter 2
	Participate in the Week 1 Class Discussion Forum
Week 2	
	Chapter 3
	Chapter 17
	Participate in the Week 2 Class Discussion Forum
	Chapter 1 and 2 online quiz
Week 3	
	Chapter 18
	Chapter 4
	Participate in the Week 3 Class Discussion Forum
	Chapter 3 and 17 Online Quiz. Complete the quiz before you take the exam 1.
	Exam 1: Chapters 1, 2, 3 and 17. Online
Week 4	
	Chapter 5
	Chapter 6
	Participate in the Week 4 Class Discussion Forum
	Chapter 18 & Chapter 4 Online Quiz
Week 5	
	Chapter 7
	Chapter 8
	Participate in the Week 5 Class Discussion Forum
	Chapters 5 and 6 Online Quiz.
	Exam 2: Chapters 18, 4, 5, and 6. .

Week 6	
	Chapter 9
	Chapter 10
	Participate in the Week 6 Class Discussion Forum
	Chapters 7 and 8 quiz.
Week 7	
	Chapter 11
	Chapter 12
	Participate in the Week 7 Class Discussion Forum
	Chapters 9 and 10 quiz.
	Exam 3: Chapters 7, 8, 9, and 10.
Week 8	
	Chapter 13
	Chapter 14
	Participate in the Week 8 Class Discussion Forum
	Chapter 11 and 12 quiz.
Week 9	
	Chapter 15
	Chapter 16
	Participate in the Week 9 Class Discussion Forum
	Chapter 13 and 14 quiz.
Week 10	
	Chapter 19
	Participate in the Week 10 Class Discussion Forum
	Chapter 15 and 16 <i>Extra Credit Quiz (20 points)</i>.
	Exam 4: Chapters 11, 12, 13, and 14.
Week 11	
	Chapter 20
	Class Project Presentations – Online Discussions Forum
	Chapter 19 and 20 <i>Extra Credit Quiz (20 points)</i>

Week 12	
	Final Exam – Comprehensive – Online

NOTE: NO LATE ASSIGNMENTS WILL BE ACCEPTED. IT IS VERY IMPORTANT THAT YOU PLAN YOUR DAYS AND TIME SO THAT YOU CAN COMPLETE ALL ASSIGNMENTS WHEN DUE.

Special Note: The professor reserves the right to modify, change, or waive any part of the syllabus or the evaluation criteria for this course. He will give prior notification when modifications, changes, or waivers are in order.

Winter Quarter 2016 Academic Dates and Deadlines

Note: Deadlines listed below are for standard 12-week classes. Please *View Your Class Schedule* inside [MyPortal](#) for add/drop deadlines for your non-standard length classes. **All deadlines are enforced.**

Oct. 12 :: [Application for admission open](#)

Oct. 31, 2015 :: Last day for [international students](#) to apply

Oct. 29 :: [View schedule of classes](#)

REGISTRATION DATES BASED ON PRIORITY ENROLLMENT

In accordance with new state and local regulations, students will be assigned registration dates in the following order. **Dates to register will be available in MyPortal on Nov. 6.** You may register from your start date through Jan. 4.

IMPORTANT

New Students: See [steps that must be completed](#) to receive priority enrollment for winter. Continuing Students: You must be enrolled in 12+ units in fall quarter to qualify for the best enrollment dates for winter quarter. Be sure not to drop below full-time to obtain priority enrollment.

Nov. 17-18 :: Veterans, Foster Youth, DSPS, EOPS and CalWorks students who have completed orientation, assessment and an educational plan.

Nov. 19-20 :: Continuing students who have

- Enrolled in 12 units in most recent term (excluding summer)
- Selected an educational goal of transfer, degree or certificate
- Declared a major and *have not been on probation* for two consecutive terms
- If first admit quarter is summer 2014 or later, student will be considered a first-time college student and must have completed assessment, passed orientation and completed an educational plan

Nov. 23 :: New college students who have

- Completed assessment, orientation and an educational plan
- Selected an educational goal of transfer, degree or certificate
- Declared a major

Nov. 24-25 :: Continuing students who have

- Enrolled in fewer than 12 units in most recent term of enrollment (excluding summer)

- Selected an educational goal of transfer, degree or certificate
- Declared a major and *have not been on probation* for two consecutive terms
- If first admit quarter is summer 2014 or later, student will be considered a first-time college student and must have completed assessment, passed orientation and completed an educational plan

Nov. 30 :: New college students who have

- Selected an educational goal of transfer, degree or certificate
- Declared a major

BUT **have not** completed assessment, orientation or an educational plan

Dec. 1 :: Returning students who have

- Enrolled in 12 or more units in last completed term
- Selected an educational goal of transfer, degree or certificate
- Declared a major and have not been on probation for two consecutive terms

Dec. 2 :: New transfer students from any other college who have

- Selected an educational goal of transfer, degree or certificate
- Declared a major

Dec. 3-4 :: All other college students, including continuing students who **have not** declared a major or who **have not** selected an educational goal of transfer, degree or certificate

Dec. 10 :: Concurrently enrolled high school students

Reminder :: **Payment in full** is required at the time of registration and when adding subsequent classes. You may enroll in an **installment payment plan** via your **MyPortal** account.

Thursdays, Dec. 10 and 17:: **Drop for nonpayment** on cumulative fee balances of \$100 or more will occur on dates listed.

Monday, Jan. 4 :: First day of Winter Quarter 2016.

Saturday, Jan. 16 :: Last day to **add** quarter-length classes. *Add date is enforced.*

Sunday, Jan. 17 :: Last day to **drop** for a full **refund or credit** (quarter-length classes). *Drop date is enforced.*

Monday, Jan. 18 :: Last day to **drop** a class with no record of grade. *Drop date is enforced.*

Friday, Jan. 29 :: Last day to **request pass/no pass** grade. *Request date is enforced.*

Friday, Feb. 26 :: Last day to **drop** with a "W." *Withdraw date is enforced.*

Monday, Jan. 18 :: Holiday: Observance of Martin Luther King's Birthday

Friday, Feb. 12 :: Holiday: Observance of Abraham Lincoln's Birthday

Saturday-Sunday, Feb. 13-14 :: Holiday: Presidents' Day Weekend (no classes)

Monday, Feb. 15 :: Holiday: Observance of George Washington's Birthday

March 19-25 :: [Final Exams](#)

Friday, March 25 :: Last day to [file for a winter degree or certificate](#).

Friday, March 25 :: Last day of Winter Quarter

Monday, April 4 :: First day of Spring Quarter