

DE ANZA COLLEGE BUSINESS DEPARTMENT
INTRODUCTION TO BUSINESS ONLINE
BUSINESS 10 SECTION 63Z – WINTER 2016
INSTRUCTOR: BYRON LILLY

Course Objectives: This is an introductory level course designed to introduce the student to basic business terminology, operations, and principles, including an introduction to the functions performed both by and within modern business establishments. Topics include management, accounting, economics, marketing, international business, starting and running a small business, and business ethics.

Required Materials:

- **Textbook:** Understanding Business, 9th edition Nickels, McHugh & McHugh Irwin / McGraw-Hill. (ISBN 978-0-07-351170-2).
- **Alternate textbook:** Understanding Business, Paperback International Edition Nickels, McHugh & McHugh (ISBN 978-0-07-131410-7)

Course Requirements:

- **Access to the Internet/Getting Started:** Access to the Internet is required for this class. This class is offered through De Anza's standard distance learning system, **Catalyst**. The entry point for the course website is <http://catalyst.deanza.edu>. Instructions for logging into the Catalyst system, if you have never used it before, can be found at <http://www.deanza.edu/distance/firsttimehome.html>. However, the course website will not be accessible until the first day of classes, which is January 4, 2016.
- **Orientation videos:** You will find a collection of orientation videos inside the course website in Catalyst, near the top of the page, grouped under the heading "Course Syllabus and Orientation Videos." It is **very important** that you watch these videos **as soon as possible**. They will explain how to earn points in the class, both in Catalyst and in the optional "LearnSmart" tool. They will also explain how to sign up for LearnSmart, which is tricky. *Do not attempt to sign up for LearnSmart without watching the applicable orientation video first!*
- **Required Reading, Online Lectures, and Online Quizzes:** The reading assignments in the textbook, the online lectures, and the online *quizzes* associated with each of the 14 assigned chapters are very important. You will earn 80% of your grade in the class by completing the online *quizzes*. You will earn the remaining 20% of your grade by completing the online final exam. The Prologue quiz plus all of the chapter 1 quizzes (a total of 11 quizzes) are due by 11:55PM Sunday, January 10, 2016, and they cannot be taken late under any circumstances. It is therefore **important that you obtain a copy of the textbook right away**. The remaining chapters (2 through 16, excluding 11 and 12) are 6 days apart for the first six chapters, then 5 days apart for the remainder of the quarter. This means **each quiz deadline will fall on a different day of the week**. Be sure to familiarize yourself with all of the quiz deadlines early in the quarter. If you miss the deadline for a set of online quizzes associated with a *numbered* chapter, you can recover up to 90% of the points you missed by completing a set of questions in a tool called "LearnSmart." There is no way to make up the 9 points possible on the Prologue Lecture quiz if you miss it.
- **Attendance:** The attendance requirements for this class are that you must earn at least 170 points in the class by the end of week 2 (Sunday, January 17) and at least 440 points by the end

of week 5 (Sunday, February 7). **Students who do not meet these point thresholds will be dropped from the course for inadequate attendance.**

- **Final Examination:** This class has a required **comprehensive final examination** worth approximately 20% of the course grade. The final exam can be safely started anytime from 6AM Friday, March 18 to 9:15AM Thursday, March 24, 2016. Once you start the final exam, you will have 4.5 hours to finish it and must finish it in a single “sitting” or “session.” You cannot “bank” any remaining time and come back and work on it later. You will be required to agree to an “Integrity Promise” when you start the final exam. Read it carefully. You will be strictly held to its provisions.

Strongly Recommended:

- **Online Orientation:** It is strongly recommended that you print and carefully read at least the first page of the online orientation by **Monday, January 4, 2016**. To find this first page, go to <http://www.deanza.edu/distance>, click the link "Online Orientation" within the "Winter 2016 links" group, then click the link for "BUS -D010.-63Z with Byron Lilly."

LearnSmart:

- LearnSmart is a separate, optional website that costs \$35 to use for the quarter. It is not required, but it is the only way to recapture points lost for quizzes you did not take by the due date. If you miss a set of online quizzes (one chapter’s worth) but complete 100% of the questions in the corresponding chapter module in LearnSmart, you will receive 90% of the points possible on that set of chapter quizzes. Unfortunately, there is no way to make up for a single missed quiz. Through LearnSmart, I am providing you an opportunity to get a higher score for an entire *chapter’s worth* of quizzes. If you take all or most of the quizzes in a chapter and earn less than 90% of the points possible on those quizzes, you may also use LearnSmart to raise your grade on that chapter up to 90%. Warning: *Do not attempt to sign up for LearnSmart without watching the applicable orientation video first!* LearnSmart is tricky to sign up for, and *if you don’t do it correctly, you will receive no credit* for your work in LearnSmart unless and until you get McGraw-Hill customer support to fix it for you. The **sign-up code** for Winter 2016 is “mrlillywtr16”.

General Information:

- **You can use computers on the De Anza campus if you want:** Access to the Internet is required for this class. You can use your own home computer for Internet access; or, if you prefer, you can use the computers in the Library West Computer Lab. The Library West Computer Lab is located downstairs in (the basement of) the Learning Center West (LCW) building.
- * **Last date to drop with a W:** If you meet both of the attendance thresholds described above under “Course Requirements: Attendance,” you are solely responsible for *dropping the course by Friday, February 26, 2016* if for any reason *you do not want to continue* in the course. **Late drops** (drops attempted after February 26, 2016) **will not be permitted.**

Grading Policy:

There are 2,596 points possible in the course. Each student's course grade will be determined by the total number of points earned by that student in the class during the current quarter.

| Total Points Earned | Course Grade |
|----------------------------|---------------------|
| 2,557-2,596 (99-100%) | A+ |
| 2,376-2,556 (92-98%) | A |
| 2,324-2,375 (90-91%) | A- |
| 2,272-2,322 (88-89%) | B+ |
| 2,116-2,271 (82-87%) | B |
| 2,064-2,115 (80-81%) | B- |
| 2,012-2,063 (78-79%) | C+ |
| 1,804-2,011 (70-77%) | C |
| 1,727-1,803 (67-69%) | D+ |
| 1,493-1,726 (58-66%) | D |
| 1,415-1,492 (55%-57%) | D- |
| Less than 1,415 (<55%) | F |

Grade Reporting:

If you do not complete any work in LearnSmart, your total points earned will be found at the bottom of the grade report that is “built into” the course website in Catalyst. However, points earned in LearnSmart will never be found in the course website in Catalyst, nor will they be found in LearnSmart. I will be maintaining a record of those points in an Excel-based gradebook. This gradebook is not Internet accessible, but I will be reporting the information it contains to you on a weekly basis via an Adobe Acrobat file that I call the “Weekly Grades Report.”

Academic Integrity Policy:

All online work must be performed individually. You can study the book in groups, but students who assist others on an online exam or quiz, or who accept the assistance of others, have cheated. If caught, they will immediately receive a **failing grade** on any and all assignments the instructor has reason to believe they likely cheated on, and their names will be reported to the **Dean of Student Affairs** of De Anza College for possible further disciplinary action, up to and including suspension from De Anza College for a period of up to three years.

Websites you will need:

The **course website** at: <https://catalyst.deanza.edu>

Optional Websites:

McGraw-Hill Connect Online Learning Center: The authors of the textbook maintain this website, which contains some free practice quizzes and other optional study materials. You will find this website at: http://highered.mcgraw-hill.com/sites/007733163x/student_view0/index.html. I *do* recommend you take advantage of the *free* practice quizzes (one per chapter) and online vocabulary flash cards on this website but I *do not* recommend you purchase the *premium* materials available on this website. They will not be worth it in my opinion.

LearnSmart: The entry point for the optional **LearnSmart** website, which you can use to *partially* make up for most missed sets of online quizzes (earning up to 90% credit for all chapters except the Prologue) is

<http://www.mhlearnsmart.com/flow/flowswf.html?name=learnsmart&product=111000&isbn=0077778642>

Important dates (all dates are in 2016):

Monday, January 4 – Recommended date by which you should complete the online orientation and buy the textbook. Also: the earliest date you can begin work on the course material.

Sunday, January 10 – The Prologue Lecture quiz, and all 10 of the chapter 1 quizzes are due by 11:55PM. Quizzes cannot be taken late; but if you miss them, you can make up 90% of the points in LearnSmart for all chapters except the Prologue.

Saturday, January 16 – In theory, the last day you can use your add code to add this class; *but you shouldn't wait that long, because you will not have access to any of the course material in Catalyst until after you add the class in MyPortal!* Also, the eight chapter 2 quizzes are due by 11:55PM on this date.

Sunday, January 17 – **Be sure to earn at least 170 points** in the course by this date. Otherwise I will drop you for inadequate attendance. Also, this is the last day to drop for a full refund or credit.

Monday, January 18 – Last day to drop with no grade of record

Friday, January 22 – The eight chapter 3 quizzes are due by 11:55PM.

Thursday, January 28 – The seven chapter 4 quizzes are due by 11:55PM

Friday, January 29 – Last day to request a Pass/No Pass grade from the Admissions and Records department

Wednesday, February 3 – The chapter 5 quizzes are due by 11:55PM

Sunday, February 7 - **Be sure to earn at least 440 points** in the course by this date. Otherwise I will drop you for inadequate attendance.

Tuesday, February 9 – The chapter 6 quizzes are due by 11:55PM.

Sunday, February 14 – The chapter 7 quizzes are due by 11:55PM.

Friday, February 19 – The chapter 8 quizzes are due by 11:55PM.

Wednesday, February 24 – The chapter 9 quizzes are due by 11:55PM.

Friday, February 26 – **Last day to drop with a “W”** (This is a **very important due date**. This is your last possible opportunity to drop the class. Requests to drop after this date will not be successful, regardless of the reason for the request.)

Monday, February 29 – The chapter 10 quizzes are due by 11:55PM.

Saturday, March 5 – The chapter 13 quizzes are due by 11:55PM.

Thursday, March 10 – The chapter 14 quizzes are due by 11:55PM.

Monday, March 14 – The practice final exam becomes available at 1:00AM.

Tuesday, March 15 – The chapter 15 quizzes are due by 11:55PM.

Friday, March 18 – The (real) online final exam becomes available at 6:00AM.

Sunday, March 20 – The chapter 16 quizzes are due by 11:55PM.

Thursday, March 24 – 9:15AM is the last “safe” moment to begin the required online final exam (and get the full 4.5 hours to complete it.) All attempts-in-progress will be terminated by the Catalyst system promptly at 1:45PM on this day. It will save the answers you have selected thus far, but it will not give you any more time to answer questions. Also, midnight on this day is the deadline for completing any LearnSmart work.

Contacting the instructor:

Office hours: Mon thru Thurs 12:30-1:30PM. Other times by appointment.

Office location: Building F4, room F41F

Telephone: (408) 864-8431

Email: lillybyron@fhda.edu

Website: <http://www.deanza.edu/faculty/lillybyron/>