

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 – Upon Request

Spring: 2016

Section: BUS -010.-65Z CRN: 00270

Location: Online

Days: Weekly 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/studentuccess>.

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:

The class requires four partial exams plus 10 quizzes.

All exams and quizzes will be taken online. Exams will open up on the designated day and will remain open until the Sunday of week at 11:59PM. The exams and quizzes can be taken any time during the week they open. However, the exams and quizzes will be time bound since the moment you open the test or quiz. If you have problems while taking a test or quiz, you can contact me immediately at the moment you have 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. As stated, the exam and quizzes close at midnight at the end of the week. Hence, don't wait until 11:00 PM to take an exam or quiz; you may not have enough time to complete it. Please, do not procrastinate until the last moment. The latest I recommend to start the exam or 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, your worst enemy.

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 based on the total points for each quiz or exam. Quizzes and exams will consist of a combination of multiple choice and true/false questions. The total points you can obtain are 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>	300
<i>Class Project</i>	100
<i>Attendance & Participation</i>	100
<i>Class Total</i>	600

Letter grades will be assigned to students based on their total course points accumulated, which is calculated as a weighted average of the grading components 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 cannot give students points to attain a grade level.

Before I post the final grades, I will 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. Again remember, **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. During week three you will need to decide which team project you will want to do. The class team project includes a Microsoft Word APA formatted 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 information 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. Remember this as well very clearly:

1. All written assignments are done in Microsoft Word APA formatted document.
2. NO PDF Files. Again, NO PDF Files. Please, remember this NO PDF Files.
3. Posting a PDF file for an assignment is equivalent to not posting the assignment; you will not receive points for the assignment. Hence, NO PDF Files, please.

I don't know why but after this emphatic statement I still find one or two students that do post their assignment using PDF files.

The class requires a written class project to be completed in two parts. The first part is due on week 6 and the final part on week 10. The papers can be done individually or on a team. However, if you work in a team, you are making a commitment to work in a team and you are responsible to work in a team and do your part of the work. Once you make the decision to work in a team, you will have to complete the assignment in the team, you cannot change to an individual assignment. The reason for this is that a team was formed and they are counting on each team member to do their work. Remember this as well, in your professional work, you will be also expected to work in a team and there is no option to back out of it. If you do, chances are you will lose your job.

Evaluation Criteria for Written Assignments:

All written assignments have to follow **APA Format Standard**, using 12 point, Times New Roman Font and double 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 and Participation: Attendance and Participation are both measured as well and count for 100 total points. After you enter the Catalyst class, you will find Weekly Activities. Each week you will find a Discussion Questions (DQs) forum. The forum contains a Case Study and two Discussion Questions threads. You need to answer each DQ(s) on a specific date, normally Tuesdays and Wednesdays. You can post an answer to the DQ(s) after the due date but it will be graded as late with 2 points deduction, each time you post a late DQ answer. Once you post your two DQ answers then you can engage in participation by commenting on other student's posts as replies to their DQ answers. You can add substantive ideas, and comments to augment the DQ answer from the student. Your participation posts should be at least 200 words. Hence, DQ participation replies with one or two sentences will not count.

Remember then, that Attendance and Participation are not optional and do count for 100 points of the 600 total points you can earn in the class. If you answer both DQs from each week then you will earn 80 points for class attendance. You will earn an additional 20 points for class participation posts. The points you earned will depend on the total number of posts you do compared to what other students post as well. The student with the maximum number of substantive posts determines the maximum number of points that will earn 100% of the 20 points. The maximum posts number will be the 80% of the total posts from the student with most posts. Your posts then will determine the % you have from this maximum number of posts and that % will be multiplied by 20 points to determine your participation points earned. Hence, the more you engage and participate the higher the chances you will get the total 20 points.

Here is an example. At the end of the class one student posted a total of 125 substantive class participation posts. All other students posted less participation posts than this student. The 80% (80 Percentile) would be $125 \times .80 = 100$ posts. If you contributed with a total of 80 class participation posts, you will get 80% of 20, or 16 class participation points. Hence, if you answered all the DQs on the assigned dates you will earn a total of 96 Attendance and Class Participation points. Make sure you understand this.

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.

Weekly Questions and Chat Requests:

I don't offer office hours because I am a part time or Adjunct Professor. However, in lieu of Office Hours I offer an online chat. I have tried to open a Chat Activity each week of the class in the past but students do not enter the chat. The reason is that student's schedules conflicts with the time I opened the chat sessions. Instead, I now offer you the option to request a chat session. I will then work with you to set up a day of the week and time we can both attend to hold the chat session. This works much better for both of us. The Chat Request thread is found on each Week's

Questions?? Activity link. You can use the Questions?? Activity Link each week to post any questions you may have during the week as well. It is best to use the Questions Activity Link each week, instead of sending an email, because other students will benefit from the questions and answers. Other students are also welcome to provide answers to any weekly questions posted as well.

Hence, if you have any questions during a class week, use the Questions?? Activity link to post your weekly questions. Try not to use email and use the Questions?? Activity link instead. Use the Questions?? link to make chat request if you want.

Additional Recommendations:

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 (no DQ answers on the designated days) in the first week of the class, and I have not received an email from you explaining your absence, I will drop you from the class for no show. Students that fail to attend (no DQ answers) and 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 answering the DQs by the required days and by participating in the class week's discussion forums as explained.
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 quizzes.
Week 3	
	Chapter 18
	Chapter 4
	Select Class Project to work on.
	Participate in the Week 3 Class Discussion Forum
	Chapter 3 and 17 Online Quizzes. Complete the quizzes 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 Quizzes.
Week 5	
	Chapter 7
	Chapter 8
	Participate in the Week 5 Class Discussion Forum
	Chapters 5 and 6 Online Quizzes.

	Exam 2: Chapters 4, 5, 6, and 18.
Week 6	
	Chapter 9
	Chapter 10
	First Class Project Deliverable.
	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 quizzes. Take chapters 9 and 10 quizzes before you take Exam 3.
	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 quizzes.
Week 9	
	Chapter 15
	Chapter 16
	Participate in the Week 9 Class Discussion Forum
	Chapter 13 and 14 quizzes.
Week 10	
	Chapter 19
	Final Class Project Paper and Presentation Deliverables.
	Participate in the Week 10 Class Discussion Forum
	Chapter 15 and 16 <i>Extra Credit Quizzes (10 points).</i>
	Exam 4: Chapters 11, 12, 13, and 14.

Week 11	
	Chapter 20
	Chapter 19 and 20 <i>Extra Credit Quizzes (10 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.

Important Dates:

Monday, April 4 :: First day of Spring Quarter 2016

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

Sunday, April 17 :: Last day to drop for a full refund or credit for all students (quarter-length classes only). Refund deadlines for all non quarter-length classes are in MyPortal, "View Your Class Schedule" link. *Drop date is enforced.*

Sunday, April 17 :: Last day to drop a class with no record of grade. *Drop date is enforced.*

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

Friday, May 27:: Last day to drop with a "W." *Withdraw date is enforced.*

Saturday - Monday, May 28-30 :: Memorial Day Weekend (no classes)

Saturday - Friday, June 18-24 :: Spring Final Exams

Friday, June 24 :: Last day to file for a spring degree or certificate

Friday, June 24 :: Last day of Spring Quarter

Saturday, June 25 :: Commencement Ceremony

Monday, June 27 :: First day of Summer Session