

De Anza College

INTRODUCTION TO BUSINESS – BUS 10 – SYLLABUS

Introduction To Business, Bus 10

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Course Duration: 12 weeks

Winter: 2015

Section: Bus 10-010-9 CRN: 33172

Location: MCC-17

Days: Tue & Thu

Time: 8:30 AM - 10:45 AM

Office Hours: Upon Request

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.

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>

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:

Two options are offered for the exams as follows:

Option 1: Four partial exams plus quizzes.

Option 2: One comprehensive exam plus quizzes.

If you know you will be absent on the day of an exam, please make arrangements with the instructor to take the exam *early, or before* the rest of the class. There will be no makeup exams. 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 day. The exam can be taken any time during the day. 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 at the moment you had the problem. I will reset your exam. The exams are usually two hours long. The exam and quizzes will close at midnight on the day of the exam. Hence, don't wait until 11:00 PM to take the exam; you may not

have enough time to complete it. Do not procrastinate until the last moment. The latest I recommend to start the exam is 9:00 PM.

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>	<i>Option 2 Weights</i>
Online quizzes 10 Quizzes 10 points each Four additional 10 points Quizzes Extra Credit	100	100
Exam 1	50	0
Exam 2	50	0
Exam 3	50	0
Exam 4	50	0
Final Exam	0	200
<i>Exam Total</i>	300	300
<i>Class Project</i>	50	50
<i>Participation</i>	50	50
<i>Class Total</i>	400	400

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.

Grade Scale Based on 400 Points	Letter grade	Points	Scale
98% or above	A+	393	400+
96-98%	A	384	392
90-95%	A-	360	383
87-89%	B+	348	359
82-87%	B	328	347
80-81%	B-	320	327
78-79%	C+	312	319
70-77%	C	280	311
67-69%	D+	268	279
58-66%	D	232	267
55-57%	D-	220	231
Below 55%	F	0	219

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 you earned them and once your total points are scored, that will be your grade.**

Extra Credit Team Assignment:

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 complete store front end. Instead they will sell their items using the free options available. In this manner the investment and risks 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. 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 an 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. If I mark you absent 2 or more class periods in a row within the first two weeks of the class and have not received an email from you explaining either of these absences, I will drop you from the class. Students that fail to attend the first week of class will also be dropped by the end of the first week of class.
2. If you miss two classes or more before the end of the third week, I will drop you.
3. 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

Course calendar (with daily reading assignments):

Date	Activity
Week 1 Jan 5	
Tue	The Green sheet + the first 7 pages of chapter 1
Thu	The rest of chapter 1 + the first 7 pages of chapter 2
Sunday	Last chance to take the chapter 1 Catalyst quiz. There will be 12 total. Last two 20 points quizzes are extra credit.
Week 2 Jan 12	
Tue	The rest of chapter 2
Thu	Chapter 3
Sunday	Last chance to take the chapter 2 and 3 Catalyst quizzes
Week 3 Jan 19	
Tue	Chapter 4
Thu	Chapter 5
Sunday	Exam 1: Chapters 1, 2, and 3. Exam opens on Thursday at 1:00 AM closes at 11:55 PM on Sunday.
Sunday	Chapter 4 and 5 Online Quiz closes
Week 4 Jan 26	
Tue	Chapter 6
Thu	Chapter 17
Sunday	Chapter 6 & 17 Online Quizzes close
Week 5 Feb 2	
Tue	Chapter 18
Thu	Catch-up or first half of Chapter 7.
Sunday	Exam 2: Chapters 4, 5, and 6. Exam opens on Thursday at 1:00 AM closes at 11:55 PM on Sunday.
Sunday	Chapter 18 Online Quiz closes
Week 6 Feb 9	
Tue	Chapter 7
Thu	Chapter 8
Sunday	Last chance to take chapters 7 and 8 quizzes.
Week 7	

Feb 16	
Tue	Chapter 9
Thu	Chapter 10
	Exam 3: Chapters 17, 18, 7 and 8. Exam opens on Thursday at 1:00 AM closes at 11:55 PM on Sunday.
Sunday	Chapters 9 and 10 quizzes.
Week 8 Feb 23	
Tue	Chapter 13
Thu	Chapter 14
Sunday	Last chance to take chapters 13 and 14 quizzes (Quizzes are 10 points, extra credit).
Week 9 Mar 2	
Tue	Chapter 15
Thu	Catch-up or first half of Chapter 16.
	Exam 4: Chapters 9, 10, 13, and 14. Exam opens on Thursday at 1:00 AM closes at 11:55 PM on Sunday.
Week 10 Mar 9	
Tue	Chapter 16
Thu	Thanksgiving Holyday
Week 11 Mar 16	
Tue	Chapter 20
Thu	Class Project Presentations
Week 12 Mar 23	
Wed Mar 25	Friday, Wednesday, Mar 25th, at 7:00-9:00 a.m – MCC-17
	Final Exam – Comprehensive – In class Requires large Pink Par Score Sheet and Pencil

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. ABSOLUTELY NO FALLING ASLEEP OR EATING OR DRINKING IN THE CLASSROOM, IF YOU FALL ASLEEP I WILL WAKE YOU UP. Please finish all drinking and eating outside the classroom prior to the beginning of class. No exceptions! I hope you will greatly benefit from this course. Have an enjoyable and successful term.

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 and Deadlines by Quarter Term

Winter 2015

Winter Quarter 2015 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. 13 :: [Application for admission open](#)

Oct. 31, 2014 :: Last day for [international students](#) to apply

Nov. 3 :: [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. You may register from your start date through Jan. 4.

IMPORTANT

New Students: See [steps that must be completed by Nov. 17](#) to receive priority enrollment for winter. Students Enrolled in Spring 2014: 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. 18-19 :: Veterans, Foster Youth, DSPS, EOPS and CalWorks students who have completed orientation, assessment and an educational plan.

Nov. 20-21 :: Students enrolled in spring 2014 or before 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

AND

Students enrolled in 12 or more units in fall 2014 who have

- Completed orientation, assessment and have an approved educational plan in DegreeWorks

Nov. 24 :: New college students (starting in winter 2015) who have

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

Nov. 25-26 :: Students enrolled in spring 2014 or before 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

AND

Students enrolled in fewer than 12 units in fall 2014 who have

- Completed orientation, assessment and have an approved educational plan in DegreeWorks

Dec. 1 :: New college students (starting in winter 2015) who have

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

BUT have not completed assessment, orientation or an educational plan

AND

Students enrolled in fall 2014

- Who **have not** completed orientation, assessment and **do not** have an approved educational plan in DegreeWorks

Dec. 2 :: 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. 3 :: New transfer students from any other college who have

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

Dec. 4-5 :: 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. 11 :: Concurrently enrolled high school students