

Introduction to Business Course Syllabus

Bus 10 Hybrid Section 03Y

12 Week Format - Fall 2024

5 units - Michele Fritz

<i>Contact Method</i>	<i>Details</i>
Assignments due:	On or before Tuesdays and Thursdays at 11:59pm PST.
Classes Meet:	Section 03Y meets 11:00 am to 12:15 pm on Tuesdays and Thursdays in ADM 102.
Prof. Fritz's Office Hours:	Mondays 1:00-3:00pm by Zoom; (Enter the waiting room at the scheduled time using this link: https://fhda-edu.zoom.us/my/mfritz .) Tuesdays & Thursdays 9:45-10:45 PM on campus in F-51J in building F-5.
Email Address:	Please email me using the Canvas Inbox. This is the email I check most frequently. Before or after the quarter, use fritzmichele at fhda.edu (Please note that Michele has one "L".) You can expect a response within 24 hours, except for the weekend. On the weekend you can expect a response on the next business day.
Telephone:	(408) 864-8615 (Use email for urgent messages as I almost never check voicemail.)
Faculty Web Site:	http://www.deanza.edu/faculty/fritzmichele/ My web site contains resources for students.

Course Objectives:

Introduction to Business is a survey course which provides a broad overview of the environment, principles, and functions of business. Students will gain a firm foundation in business terminology and practices in industry. Throughout the course students will have the opportunity to learn more about different functional areas and industries to start career planning.

Student Learning Outcome Statements (SLO):

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

Required Materials:

- **Required Opensource E-book:** [Introduction to Business](#) by Openstax, 2018 [Digital ISBN: 978-1-947172-55-5]. Be happy! We are using a **free textbook** with supplementary articles and videos for this course. Log into **Canvas** and click on the textbook link to get a free account.
- **Required Paper Forms:** Form 882-E available in the campus bookstore. You need 2 of these teal colored forms for exams, along with a #2 pencil.
- **Technology:** You will need the following technology to complete the course in Canvas:
 - You will need a **computer** and **high speed access** to the Internet to access Canvas. [Technology](#) help is also available for students who need it.
 - You will need the [Acrobat Reader](#) or some other PDF viewing application.
 - You will need a **smartphone** to participate in Pop Quizzes in class. Your first assignment will involve installing the **Canvas Student** app.
 - You will need a **personal email address** in order to receive important course announcements. Before the course starts, you should receive an email welcome message from the instructor. If that does not occur, you may need to add your instructor's email address (fritzmichele@fhda.edu) to your email contacts to "whitelist" her.

Course Requirements:

- **Reading & Multimedia Materials:** Each week you will be assigned one to two chapters to read in the module which will be key to performing well in homework assignments. There will also be videos to watch to help you understand the reading. The posted lecture slides are a very helpful starting point for you to take notes in class.
- **Homework:** In order to be successful on exams, you will need to practice using these business concepts in homework. Homework assignments will be linked into the weekly modules in Canvas and allow 3 attempts. You should check Canvas several times per week to ensure that you submit homework assignments on time to earn credit. **Each homework assignment has a grace period for late work. If you want to submit late work and the assignment is still open in Canvas, please just do it.**
- **Case Studies:** Periodically we will have a case study assignment which will allow you to apply what you have learned from the module. These give you an opportunity to use your new knowledge in a real world or realistic situation. **Case studies will not be repeatable nor made available past the due date.**
- **Attendance/Participation:** In order to be successful in business, you have to show up! This class has mandatory class sessions, and if you miss them you will miss out on the opportunity to take in-class quizzes (see next bullet).

If you are feeling ill, please stay home or wear a mask to class to avoid transmitting to others.

- **In-class Quizzes:** Pop quizzes will sometimes be conducted in class as a measure of active participation. These quizzes will reinforce ideas from the lecture. Students are advised to take careful notes during the lecture, which they may use during the pop quizzes. There will be no makeup opportunities, but pop quizzes will be provided frequently enough that students who regularly attend class but miss a class due to an illness will not be affected.
- **Examinations:** There will be 2 closed book exams using Scantron forms to test your ability to apply the material you have learned. You will be able to use **handwritten** notes limited to one side of an 8.5" X11" sheet. Please follow the instructor's directions because academic integrity violations will be noted on your academic record. The schedule is:

- **Midterm** covers assigned materials from Modules 1 to 5. It is scheduled for **week 6** of the course in **class**. (See Canvas for specific dates.)
- **Final Exam** covers assigned materials from modules 6 through 11. **Final exam will be held:** Tuesday December at **11:30** AM in **ADM 102**

Lesson Plan:

Date	Topics	Class Focus (Please see Canvas modules for specifics)
Week 1	Course Introduction; Economics	Chapters 1 & 15
Week 2	Starting a Business	Chapters 5 & 4
Week 3	Ethics and Intro to Marketing	Chapters 2 & 11
Week 4	Marketing Mix in Depth	Chapters 11 & 12
Week 5	Product Development & Globalization	Chapters 11 & 3
Week 6	Human Resources	Midterm Exam; Chapter 8
Week 7	Management	Chapters 6, 7 & 9
Week 8	Accounting	Chapter 14
Week 9	Operations	Chapter 10
Week 10	Finance & Administration	Chapter 16 & Appendix
Week 11	Information Technology	Chapter 13
Week 12	Final Exam Week	Final Exam

Dropping the Class:

Students who miss **any** assignments or classes in the first two weeks will be dropped per the college policy. The instructor reserves the right to drop students who have stopped attending (2 or more incomplete assignments). Those who need to withdraw are responsible for submitting their own transaction in the portal. Students who remain registered in the class will receive the grade earned

Academic Integrity:

Students who plagiarize, submit the work of others as their own, use Artificial Intelligence to write assignments, or cheat on exams will (at a minimum) receive a failing grade on that assignment and be reported to college authorities. Ignorance is not an acceptable excuse in a college classroom. If you are uncertain what behavior is acceptable, refer to the De Anza web site on [Academic Integrity](#).

Artificial Intelligence Policy: For this course, the use of generative artificial intelligence applications, such as ChatGPT, Bard, Jasper, Sudowrite, and Claude, is strictly prohibited.

Grading:

Grades will be entered in Canvas shortly after the due date.

Grade Scale

<i>If Your Canvas Grade is</i>	<i>Resulting Grade</i>
97.5% and up	A+
92.5% but < 97.5%	A
89.5% but < 92.5%	A-
87.5% but < 89.5%	B+
82.5% but < 87.5%	B
79.5% but < 82.5%	B-
77.5% but < 79.5%	C+
69.5% but < 77.5%	C (C- grade does not exist)
67.5% but < 69.5%	D+
62.5% but < 67.5%	D
59.5% but < 62.5%	D-
< 59.5%	F

Support:

<i>Type of Support</i>	<i>How to Obtain It</i>
Help with Concepts	Email me or drop in to my office hours.
Canvas Technical Support	Click the ? icon in the left hand column of your screen in Canvas. There is technical support available from 5:00 PM to 8:00 am PST, seven days per week. Call 1-844592-2207.
Openstax Technical Support	If you are having trouble with the Openstax e-book, look here: https://openstax.secure.force.com/help
Disabled Students	All of the video materials in this multimedia course have close captioning. If you need a different type of accommodation, please let your instructor know at the start of the quarter. If you are registered with DSS and have accommodations set by a DSS counselor, please be sure that your instructor has received your accommodation letter from Clockwork early in the quarter to plan how the accommodations will be applied in the course.