

DE ANZA COLLEGE
BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION
BUSINESS 10 - INTRODUCTION TO BUSINESS

Fall 2017 – Section 4Y

INSTRUCTOR: Emily Garbe, PhD

Welcome to Introduction to Business! This is a hybrid class where we will have face-to-face meetings two days a week plus online assignments and activities. We will cover the basics of businesses, so get ready for a fun and exciting quarter!

Please note that the instructor reserves the rights to modify this syllabus should the needs arise during the quarter.

Number of units: 5

Requisites:

Advisory: English Writing 211 and Reading 211 (or Language Arts 211), or English as a Second Language 272 and 273.

Course objectives:

By the end of the course, students are expected to:

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

Class information:

Class hours: **Tuesday/Thursday 11:30am-1:20pm**

Class location: ADM102

Instructor contact information:

Office hours: M-R 10:30-11:20am (no appointments needed)

Office location: Room S in building F5

Canvas Messaging (not email)

The instructor will try to answer the messages within 48 business hours or likely much sooner.

Class website:

Look for the class site in De Anza Canvas <https://deanza.instructure.com/>

Required materials:

- Textbook: ***Better Business***, 5th ed, by Solomon, Poasty & Martin.

The e-text is bundled with MyLab and accessed from Canvas course home page.

- Pearson MyLab with eText, access card ISBN 1323806857. Purchase from Canvas first

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time you click on “MyLab” and get the \$69 direct purchase rate

- Purchase from De Anza bookstore at bookstore price. Financial aids students must purchase through the bookstore. Do not contact the instructor since the process is managed by the bookstore.

Optional paper copy, either loose-leaf or traditional textbook can be purchased when you purchase your ebook/MyLab either from Canvas/Pearson directly or via the bookstore.

- Test supplies: 4 **Green** Scantron Score Sheets (4” x 11”) and #2 pencils. Scantron score sheets are available at the De Anza bookstore.

There are two ways to purchase the textbook/MyLab:

You may purchase either directly from Pearson MyLab (via a link from Canvas) for a special negotiated price of \$69 once Canvas is available for the quarter (the weekend before start of school), or from the De Anza book store (will be at bookstore price). Do not go to Pearson website directly on your own as your Pearson account would not link to your Canvas account. The first time you click on MyLab from Canvas, you will be prompted to purchase the etext/MyLab. After which you will have integrated link to MyLab and your etext.

A small, limited number of book vouchers are available to students who qualified on a first come first served basis. Please go directly to the Division Office in building L1. Please do not contact the instructor about them.

If you are on financial aid or using a book voucher, you must purchase from the De Anza Bookstore. Please follow the appropriate process via the DA bookstore directly who are better equipped to help you; please do not contact the instructor about how to purchase using financial aid. Since it takes time to go through the bookstore, please purchase the textbook **BEFORE** start of the quarter to ensure you complete the first online assignment by Saturday of Week 1. No extensions on assignments.

Course requirements:

- In-class video case studies and mini-sims
- In class group projects
- Online chapter quizzes
- Tests and Final Exam

Class attendance and participation:

To avoid being dropped from this course for inadequate attendance and participation, student **must:**

1. Attend first day of class
2. Attend at least 2 classes by end of Week 2
3. Take all 3 tests

Only valid reasons for late assignments, missing tests, or requesting an Incomplete for the course are major medical emergency/hospitalization, National Guard, or jury duty, all with official proofs. Based on the [De Anza Student Handbook](#), to request an incomplete on the transcript, a student must have completed at least 75% of the course assignments.

Assignments are available 2 weeks ahead of due dates and test dates are listed at the end of this syllabus, therefore please plan your time efficiently. Travel, work schedule, non-emergency/non-hospitalized illnesses, family matters, forgetting, work conflicts, and personal issues are not valid reasons for being not submitting the assignments or missing a test. However, **if a student wants or needs to drop the class, the student is solely responsible for dropping the course.**

See De Anza's policies and deadlines for attendance and drop/add/withdraw at <http://www.deanza.edu/policies/attendance.html> and <http://deanza.edu/calendar/> for confirmation of dates listed below.

10/8 Last day to drop with refund

11/17 Friday- Last day to withdraw

12/23 Thursday - No school; Thanksgiving Day

12/10 Tuesday - Final exam on 11:30am-1:30 pm in ADM102

You must be officially registered in the class to attend classes and submit assignments. Attending classes and/or submitting assignments without official registration in the class are invalid and prohibited, and do not constitute registration in this class.

Access to a computer and the internet:

This is a hybrid class, which means part of the coursework will be conducted online, including online assignments, Canvas forum discussions, and online chapter quizzes. All assignments are posted on Canvas at <https://deanza.instructure.com>.

A computer is required for submitting your assignments. You may use your own computer for Internet access; or, if you prefer, you can use the computers in either the De Anza library or the Library West Computer Lab. Hand-written papers will not be accepted. Not having time to go to the library to use the computers or forgetting to do the assignments are not valid excuses for incomplete assignments. No late submissions will be accepted.

If you miss a class, please go to Canvas and download the lectures. Quizzes and projects must be typed on a computer and submitted no later than the due date. No late submissions will be accepted.

SYSTEMS AND NETWORK REQUIREMENTS:

Access to a computer and the internet:

This is an online class, which means all of the coursework will be conducted online, including online assignments, Canvas forum discussions, and online chapter videos, simulations, and quizzes. All assignments are posted on Canvas at <https://deanza.instructure.com>.

A computer is required for submitting your assignments. You may use your own computer for Internet access; or, if you prefer, you can use the computers in either the De Anza library or the Library West Computer Lab. Not having time to go to the library to use the computers or forgetting to do the assignments are not valid excuses for incomplete assignments. No late submissions will be accepted.

Canvas:

Canvas supports the current and first previous major releases of the following browsers:

- **Internet Explorer** 11 and Edge (*Windows only*—please make sure your operating system is also current as noted in the [computer specifications](#) lesson; you may need to download the Windows 10 Anniversary Update to submit Canvas assignments)
- **Safari** 8 and 9 (*Macintosh only*)
- **Chrome** 52 and 53
- **Firefox** 47 and 48 ([Extended Releases](#) (Links to an external site.) are not supported)
- **Flash** 22 and 23 (used for recording or viewing audio/video and uploading files)
- **Respondus Lockdown Browser** (supporting the latest [system requirements](#) (Links to an external site.))

We highly recommend updating to the most current version of your preferred browser. Your browser will notify you if there is a new version available.

Run the readiness test by clicking on this link or copy/paste the link

<https://apps.3cm mediasolutions.org/oei/tools/computer-readiness.html> so that you can test your browser and see what plug-ins you might need.

Pearson Mylab/etext:

Popup, Java and cookies need to be enabled to view the videos and run the simulations. For Google Chrome, go to “setting”, “advance setting”, “privacy”, “content setting”, “pop ups”, “allow”. For more details or for other browsers, please follow this link to make sure your computer support Pearson MyLab

<http://www.pearsonmylabandmastering.com/northamerica/mymarketinglab/system-requirements/index.html>. You MUST also enable cookies. Follow the instructions listed in this link very carefully and do exactly what was recommended for popups and cookies. You must enable both. For cookies, include “pearson.com”, “pearsoned.com” and “mathxl.com” in “Manage exceptions” of cookies settings. The Pearson link above has detail instructions and screen shots to guide you. For instructor’s own experience, Safari on Apple and Firefox on Windows seem to run better. However, some students thought IE or Chrome are better. Please try different browsers to see which runs best on your own system.

Not able to run videos or not able to see the etext or sims are not valid reasons for missing assignments. Again, please contact Pearson help desk if you have any technical issues, **not the instructor**. The instructor will email and also post on Canvas information about Pearson and

Canvas help desk.

Getting help:

Please click on the help button on the lower left of your Canvas screen for tech support, or upper right hand corner “?” for Pearson MyLab help desk. **Please do not ask the instructor for tech support** since the Pearson and Canvas are much better positioned to help you.

Use of computers in class:

Please note that there will be in-class assignments that require a laptop. However, students will work in groups so please join a group where a member already has a laptop.

ONLINE CHAPTER QUIZZES

All chapter quizzes must be completed by 11:59pm of the due date. These are open-book, open-notes assignments to be completed on Canvas. Make sure to hit “submit” to receive the grades for your assignments. Students are encouraged to work with their team members to discuss the questions and contact the instructor if need help. No late submissions will be accepted because the answers for the quizzes will be available once a quiz is closed. No late submission regardless of the reason for missing an assignment. Please do not ask the instructor to restart or extend a quiz for you. Once you start a quiz, you must complete it. There is no restart or pause on the timer. Please note that each quiz question is on a new screen, as such it is impossible for you to complete a quiz without the system registering your work on an online quiz.

IN-CLASS ASSIGNMENTS

All in-class mini-sims, video quizzes and projects are due the end of class periods as listed in Canvas. There is no late submission.

TESTS AND FINAL EXAM:

There will be three in-class, closed-book, closed-notes tests plus the final exam.

EXTRA CREDITS:

At the discretion of the instructor and if time permits, instructor may provide extra credit opportunities based on current events and class participation.

GRADING:

The grades will be based on the following distribution, with tests/exam 70%, online quizzes 15%, and in class activities 15% of the total grades:

	<i>Canvas points</i>	<i>%</i>
In class Mini Sims	60 points (9 sims, 10 points each, 3 lowest dropped)	3%
In class video quizzes	90 points (12 videos, 10 points each, 3 lowest grade dropped)	4.5%
In class projects	150 points total	7.5%
Online chapter quizzes	300 points (15 chapters, 25 points each, 3 lowest grades dropped)	15%
Test 1	250 points (50 questions, 5 points per question)	12.5%
Test 2	340 points (68 questions, 5 points per question)	17%
Test 3	310 points (62 questions, 5 points per question)	15.5%
Final exam	500 points (100 questions, 5 points per question)	25%
Total	2,000 points required to get 100%	100%

- Letter grades will be assigned to students based on their total course grade, which is calculated as a sum of the grading components, as described above, divided by 2,000 points. The letter grade assignment table below will be used as the guideline.

Total points	Letter grade
970 or above	A+
930-969	A
900-929	A-
870-899	B+
830-869	B
800-829	B-
770-799	C+
700-769	C
670-699	D+
630-669	D
600-629	D-
599 or below	F

Accommodations:

Students with learning disabilities of any kind are encouraged to make arrangements with Disabled Student Services at <http://www.deanza.edu/dss/> for extra time on exams. Students who are unsure whether they have a learning disability are encouraged to contact Disability Support Programs & Services at <http://www.deanza.edu/dsps/> as soon as possible to determine eligibility. Please let the instructor know in the beginning of the quarter if you need accommodations.

Academic Integrity:

Students are expected to abide by the Student Conduct Rules as described in the Student Handbook at <http://www.deanza.edu/studenthandbook/academic-integrity.html>. For all assignments, tests, and final exam, **never copy any materials from another student, or from the Internet**. Any assignments with un-cited materials copied from the Internet, another De Anza student (current or prior students) or students from another college as determined will be viewed as plagiarism and will be immediately referred to De Anza's Dean of EOPS & Student Development for actions.

Business 10 Section 4Y – Fall 2017

Date	Topics	In-class Activities	Online Assignments (due 11:59 pm Saturday)
Week 1: Sep 26	Introduction Syllabus overview Chapter 1 – Business Basics	Review setup for Canvas and Pearson MyLab	
Sep 28	Chapter 1 (cont'd) Chapter 12 Marketing & Consumer Behavior	Chp 1 video	Chapter 1 quiz
Week 2: Oct 3	Chapter 12 Marketing & Consumer Behavior (cont'd) Chapter 13 – Product Development, Branding, and Pricing Strategies	Chp 12 video Chp 12 mini-sim - Marketing	Chapter 12 quiz
Oct 5	Chapter 13 – Product Development, Branding, and Pricing Strategies (cont'd)	Chp 13 video Chp 13 mini-sim- pricing	Chapter 13 quiz
	Last day to drop 10/8		
Week 3: Oct 10	Chapter 14 – Promotion and Distribution	In class ads evaluation exercise due in class	
Oct 12	Chapter 14 – Promotion and Distribution	Chp 14 video	Chapter 14 quiz Study for Test 1
Week 4: Oct 17	Test #1 (chapters 1, 12, 13, 14)	Bring Photo ID, Scantron & #2 pencils	
Oct 19	Chapter 10 – Online Business and Technology	Chp 10 video Chp 10 mini- sim – Information Technology	Chapter 10 quiz

Week 5: Oct 24	Chapter 11 – Production, Operations and supply Chain Management	Chp 11 video	Chapter 11 quiz
Oct 26	Chapter 7 – Business management and Organization	Chp 7 video Chp 7 Mini-sim - Plan Chp 7 Mini-sim - organizing	Chapter 7 quiz
Week 6: Oct 31	Chapter 15 – Financing and Accounting for Business Operations	Chp 15 - Accounting	Chapter 15 quiz
Nov 2	Apple financial worksheet Business Insurance	Print out Apple financial worksheet on Canvas and bring to class Individual Apple financial worksheet due in class	Study for Test 2
Week 7: Nov 7	Test 2 (Chapters 7, 10, 11, 15)	Bring Photo ID, Scantron and #2 pencils; calculators will be provided during the test	
Nov 9	Chapter 6 – Small Business and the Entrepreneur	Group Venture PowerPoint due in class	Chapter 6 quiz
Week 8: Nov 14	Chapter 5 – Forms of Business Ownership	Chp 5 video	Chapter 5 quiz
Nov 16	Chapter 2 – Economics and Banking	Chp 2 video Chp 2 mini-sim – Supply and Demand	Chapter 2 quiz
	Friday last day to withdraw		
Week 9: Nov 21	Chapter 4 – Business in a Global Economy	Chp 4 video Chp 4 Mini-sim – Going global	Chapter 4 quiz
Nov 23	Thanksgiving (no school)		
Week 10: Nov 28	Test 3 (chapters 2, 4, 5, 6)	Bring Official Photo ID, Scantron and #2 pencils	
Nov 30	Chapter 8 – Motivation	Chp 8 video Chp 8 Mini-sim - Motivation	Chapter 8 quiz
Week 11: Dec 5	Chapter 9 – Human Resource Management	Chp 9 video Chp 9 Mini-sim - HRM	Chapter 9 quiz

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Dec 7	Chapter 3 – Ethics in Business Review for final exam	Video case study & discussions– Brain hacking	Chapter 3 quiz
Week 12:			
Dec 12 (T)	Final Exam 11:30am-1:30 pm (Chapters 1-15)	Bring Scantron, De Anza Photo ID, and #2 pencils	

* Laptops/tablets are not mandatory. Instructor will provide some units to share in the classroom for

** Please note that due dates may be modified during the quarter and will be announced in class and on Canvas.

De Anza College DSPS Syllabus Statement

De Anza College views disability as an important aspect of diversity, and is committed to providing equitable access to learning opportunities for all students. Disability Support Services (DSS) is the campus office that collaborates with students who have disabilities to provide and/or arrange reasonable accommodations

- If you have, or think you have, a disability in any area such as, mental health, attention, learning, chronic health, sensory, or physical, please contact DSS to arrange a confidential discussion regarding equitable access and reasonable accommodations.
- 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 review how the accommodations will be applied in the course.

Students who need accommodated test proctoring must meet appointment booking deadlines at the Testing Center.

- **Exams** must be booked at least **five (5) business days in advance** of the instructor approved exam date/time.
 - **Finals exams** must be scheduled **seven (7) business days/weekdays** in advance of the instructor approved exam date/time.
 - Failure to meet appointment booking deadlines will result in the forfeit of testing accommodations and you will be required to take your exam in class.
 - [Contact the DSS](#) if you cannot find or utilize your [MyPortal](#) Clockwork Portal.
- DSS strives to provide accommodations in a reasonable and timely manner, some accommodations may take additional time to arrange. We encourage you to work with DSS and your faculty as early in the quarter as possible so that we may ensure that your learning experience is accessible and successful.

DSS Location: RSS Building, Suite 141

Phone: 408-864-8753

On the web: <http://www.deanza.edu/DSS/>

Email: DSS@deanza.edu