DE ANZA COLLEGE
BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION
BUSINESS 10 - INTRODUCTION TO BUSINESS
Winter 2015 – Section 4Y
CRN 30217
INSTRUCTOR: Emily Garbe, PhD

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.

Contact Information:

Class hours: Monday, Wednesday 11:30 am -1:20 pm
Class location: ADM102
Office hours: Monday, Wednesday 10:30 am - 11:20 am
Tuesday, Thursday 12:30 am – 1:20 pm, or by appointment
Wednesday 1:30 to 2:20 pm (optional online Q&A chat for Section 4Y students)

Office location: Room S in building F5
Phone: 408-864-8488
Email: garbeemily@deanza.edu (best way to reach me)
Twitter: @garbe_deanza (follow me for class announcements; un-follow at end of the quarter)

Class website:

Look for the class site in De Anza Catalyst https://catalyst.deanza.edu/.

Required Materials:

- Textbook: ***Understanding Business***, Nickels, McHugh & McHugh, Irwin / McGraw-Hill. 9th edition.
- Test supplies**:** 3 Green Scantron Score Sheets (4" x 11") and #2 pencils. Scantron score sheets are available at the De Anza bookstore.

Course Requirements:

- Attendance and participation in class discussions
- Online chapter quizzes
- Tests and Final Exam
- Research papers
- Online forum discussions
- In class group works

Attendance:

Attendance and class participations constitute 12% of the total grade. The instructor is required to drop the no-show students on the first day unless you have contacted the instructor and made prior arrangements with valid excuses (e.g., major medical emergency, national guard, jury duty). De Anza's policies and deadlines regarding drop/adds can be found on http://deanza.edu/calendar/winterdates.html

1/5/15 First day of quarter

1/18/15 Last day to drop

2/27/15 Last day to withdraw with a "W"

1/19/15 No school; MLK Birthday

2/13-2/16/15 No school; Presidents' Day Weekend

3/26/15 Final exam for this class: Thursday 11:30-1:30pm

Participation in the class activities and discussions is essential. As such, class attendance is mandatory. Students who arrive late or depart early from class are considered absent. If you are absent for two or more classes by the end of the second week, you will be dropped from the class. If you are absent for four or more classes in total throughout the quarter and you do not email the instructor with valid reasons (e.g., major medical emergency, national guard, jury duty), the instructor may choose to drop you from the course. If you need to drop the class, you are responsible for dropping the course yourself.

For students who add the class with an add code, record of attendance and assignment submissions maintained by the instructor begins with the day the students are given the add code by the instructor. However, it is the sole responsibility of the students to add the course officially with De Anza. In addition, you must be officially registered (either during the registration period or via add code during add period) 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.

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, Catalyst forum discussions, and online chapter quizzes. All assignments are

posted on Catalyst at https://catalyst.deanza.edu. A computer is required for submitting your assignments and the research paper. 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 a valid excuses for incomplete assignments.

If you miss a class, please go to Catalyst 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.

Please use Firefox as the recommended and supported browser for Catalyst assignments, quizzes and exams. Google Chrome and other browsers have been reported to have problems with Catalyst features, such as not being able to submit a quiz/exam.

When the user name password dialog box appears on the screen, type in your user name and password. Your user name is your 8-digit De Anza College student ID, not your 9-digit social security number. Your password is your 8-digit birthdate using the format MMDDYYYY. For example, a student whose ID is 10001234 and birthdate is January 1, 1980, would log in as:

Username: 10001234
Password: 01011980

If you added the course, but do not have access to the course homepage 24 hours after adding the course, please email the instructor to be added to Catalyst course roster.

Do not contact the instructor for technical issues. There are technical specialists in De Anza to support you for technical questions and issues at http://catalysthelp.deanza.edu/.

Use of computers in class:

Please note that the use of a laptop, tablet or smartphone by a student is **NOT** permitted in class unless specified by the instructor for in-class group work. You are not required to have a laptop or tablet for in-class use.

Online chapter quizzes:

All chapter quizzes must be completed by 11:55pm of the due date. These are open-book, open-notes assignments to be completed on Catalyst. Make sure to hit "submit" to receive the grades for your assignments. Students are encouraged to work with their industry group 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.

Tests and Final Exam:

There will be two in-class, closed-book, closed-note tests during weeks 6 and 11, plus the final exam during week 12. The tests and the final exam will consist of multiple choice questions and

short essays.

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 me know in the beginning of the quarter if you need accommodations.

Research Project:

This is an individual research project where you will research and analyze a company's marketing and products, competitive positions, financials, and management team. The company must be a public U.S. company and traded on the U.S. stock markets (e.g., Disney, Google, Macy's, etc.), with publicly available financial information and company descriptions. Sign up for a company during the first day of class in Week 2.

The paper is broken down into 5 tasks:

Task 1: Select a company in class 1/12
Task 2: Financial statements worksheet due in class 1/14
Task 3: Product lines and competitive assessment paper for your company due online (Catalyst and Turnitin.com) on 1/30
Task 4: Ad assessment due on Catalyst forum 2/6
Task 5: Management overview and recent news paper due online (Catalyst and Turnitin.com) on 3/6

See Catalyst for project specifications and outlines for each section of the paper. The instructor will provide a signup sheet during the second week of class. Selection of the companies is on a first-come first-served basis. If someone already picked a company you wanted, you need to select another one. One person per company. No duplicate companies allowed.

Turnitin.com:

Turnitin.com is a website which checks billions of documents, both academic and non-academic, for sentences that were copied onto your paper. No grades will be given without submission to Turnitin.com. All papers ***must be in your own words.*** If you must copy any sentences, charts, graphs, and tables copied from a website, you must cite in APA, Chicago, or MLA format.

If you do not have a Turnitin.com account, the instructor will set one up for you by the **third** week of class. Please make sure the email account you provided to De Anza is up to date. Once the instructor submits your email account to Turnitin.com, you will receive an email from the Turnitin website containing your personal password. It is your responsibility to remember that password, as Turnitin.com does not provide your password to the instructor. If you already have an account with Turnitin.com from another class, you may continue to use the same account/password for this class as long as the email account is the same as the one you provided to De Anza. To learn how to submit a paper on Turnitin.com, go to http://turnitin.com/en_us/training/student-training/submitting-a-paper.

Never copy any sentences from another student's paper, regardless of citations. Any paper with sentences copied from another De Anza student (current or prior students) or students from another college as determined by Turnitin.com will be viewed as plagiarism and will be immediately referred to De Anza's Dean of EOPS & Student Development for actions.

No grades will be registered in the official grade book until your paper is submitted to Turnitin.com prior by the due date and within 20% originality check as determined by turnitin.com even if you included citations. Go to http://turnitin.com/en_us/training/student-training/about-originalitycheck and http://turnitin.com/en_us/training/student-training/viewing-originality-reports to learn more about Turnitin.com. If a document is submitted to Catalyst but not Turnitin.com, the grades in Catalyst will be nullified. File submitted to Turnitin.com must be either ".doc", ".txt" or ".rtf". Submission of PDF, jpeg or other image file is invalid. The instructor will grade based on the text file submitted to Turnitin.com.

Grading Policy:

The grades will be based on the following distributions:

Attendance	95 points (5 points per attendance for 19 lectures)
Online Forum Participations	25 points (introduction and ad eval)
Chapter Quizzes on Catalyst	200 points (0.5 points per question)
Research Papers (Tasks 2-5)	200 points
Test 1	140 points
Test 2	140 points
Final exam	200 points
Total	1,000 points

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. A grades calculator is available on the class website on Catalyst.

Total points	**Letter grade**
980 or above	A+
930-979	A
900-929	A-
880-899	B+
830-879	B
800-829	B-
780-799	C+
700-779	C
680-699	D+

630-679	D
600-629	D-
599 or below	F

Academic Integrity Policy:

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. Students who cheat on the tests or final exam, or help another person to cheat will receive a failing grade in this course and be reported to the Dean of EOPS & Student Development.

Business 10 Section 4Y – Winter 2015

Date	Topics and In-class Activities	Online Activities
Week 1: 1/5 (M)	Introduction Syllabus overview Chapter 1 – Business Environment	Syllabus quiz due Friday 1/9 11:55pm
1/7 (W)	Chapter 17 – Accounting	Chapter 1 quiz due Friday 1/911:55pm Catalyst Forum - Introduction due Friday 1/9 11:55pm
Week 2: 1/12 (M)	Chapter 17 – Accounting Apple financial worksheet due in class *Research Project Task 1*: Research Company signup in class	Print out Apple financial worksheet on Catalyst and bring to class 1/12
1/14 (W)	In class financial analysis of your research company (bring income statement and balance sheet for your company)	*Research Project Task 2*: Print out your research company's Financial Statement and complete the Income Statement Worksheet in class 1/14 Chapter 17 quiz due Friday 1/16 11:55pm
		Note: Last day to drop 1/18
Week 3: 1/19 (M)	No school; MLK Birthday	
1/21 (W)	Chapter 18 – Financial Management	Chapter 18 quiz due Friday 1/23 11:55pm
Week 4: 1/26 (M)	class paper airplane business simulation Chapter 13 – Marketing	Chapter 13 quiz due Friday 1/23 11:55pm
1/28 (W)	Chapter 14 – Products & Pricing	Chapter 14 quiz due Friday 1/30 11:55pm
		Research Project Task 3: Company's Product Line/Mix summary and competitive assessment paper on Catalyst and Turnitin.com due Friday 1/30 11:55pm
Week 5: 2/2 (M)	Chapter 15 – Distribution	Chapter 15 quiz due Friday 2/6 11:55pm
2/4 (W)	Chapter 16 – Promotion In class ads evaluation exercise	Chapter 16 quiz due Friday 2/6 11:55pm

		Research Project Task 4: Post Company ads assessment on Catalyst Forum due Friday 2/6 11:55pm
Week 6: 2/9 (M)	Test #1 (chapters 1, 13-18)	Bring Scantron and #2 pencils
2/11(W)	Chapter 2 – Economics	Chapter 2 quiz due Friday 2/13 11:55pm
Week 7: 2/16 (M)	Presidents' Day Weekend	
2/18 (W)	Chapter 5 – Form Businesses	Chapter 5 quiz due Friday 2/20 11:55pm
Week 8: 2/23 (M)	Chapter 6 – Entrepreneurship	Chapter 6 quiz due Friday 2/27 11:55pm
2/25 (W)	Chapter 4 – Ethics & Social Responsibilities	Chapter 4 quiz due Friday 2/27 11:55pm
		Note: 2/27 Last Day to Withdraw
Week 9: 3/2 (M)	Chapter 7 – Leadership	Chapter 7 quiz due Friday 3/6 11:55pm
3/4 (W)	Chapter 9 – Operations	Chapter 9 quiz due Friday 3/6 11:55pm
		Research Project Task 5: Post Company management team summary and recent news paper on Catalyst and Turnitin.com, due Friday 3/6 11:55pm
Week 10: 3/9 (M)	Chapter 3 – Global Markets In class global brand survey	Chapter 3 quiz due Friday 3/13 11:55pm
3/11 (W)	Chapter 10 – Motivations	Chapter 10 quiz due Friday 3/13 11:55pm
Week 11: 3/16 (M)	Chapter 11 – Human Resource Management	Chapter 11 quiz due **Monday 3/16** 11:55pm
3/18 (W)	Test #2 (chapters 2-7, 9,11)	Bring Scantron and #2 pencils
Week 12:		
3/23 (M)	Review for final exam	Bring questions you may have from chapter quizzes
3/26 (R)	**Final exam Thursday 11:30-1:30pm Chapters 1-7, 9-11, 13-18**	Bring Scantron and #2 pencils