

**DE ANZA COLLEGE**  
**BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION**  
**BUSINESS 10 - INTRODUCTION TO BUSINESS**  
**Spring 2014 – Section 10**  
**CRN 422275**  
**INSTRUCTOR: Emily Garbe, PhD**

***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: **Tuesday, Thursday 1:30-3:45**

Class location: MCC 17

Office hours: Monday, Wednesday 10:30 to 11:30 am

Tuesday & Thursday 12:00 to 1:30 pm, or by appointment

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. 9<sup>th</sup> 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
- Chapter quizzes
- Tests and Final Exam
- Research paper & team presentation
- In class group works

### ***Attendance:***

Attendance and class participations constitute 10% 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. De Anza's policies and deadlines regarding drop/adds can be found on <http://deanza.edu/calendar/springdates.html>.

Participation in the class activities and discussions is essential. As such, class attendance is mandatory. 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, 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.

### ***Access to a computer and the Internet:***

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 is not a valid excuse 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 on Turnitin.com no later than the due date. No late submissions will be accepted.

To access Catalyst, 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.

### ***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.

### ***Tests and Final Exam:***

There will be two in-class, closed-book, closed-note tests during weeks 5 and 8, 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 Paper:***

This is an individual research paper where you will research and analyze a company’s marketing and products, financials, and management team. The company must be a public company and traded on the U.S. stock markets (e.g., Disney, Google, General Motors, etc.), with publicly available financial information and company descriptions. Sign up for a company during week 1.

The paper is broken down into 6 tasks:

Task 1: Research and printout the financial statements for your company by 4/14

Task 2: Income Statement Worksheet due 4/22

Task 3: Marketing section due 5/4

Task 4: Recent news section due 5/25

Task 5: Management section due 6/8

Task 6: Submit presentation slides for your company to team’s Google Docs by 6/15

See Catalyst for project specifications and outlines for each section of the paper.

The instructor will provide a signup sheet during the first week of class. Selection of the company to research is on a first-come first-served basis. If someone already picked a company you wanted, you need to select another one. No duplicate companies allowed. All papers must be submitted to Turnitin.com to receive a grade.

### ***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 (such as the mission statement of your company), 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 end of Week 1. Please make sure the email account you provided to De Anza is up to date. You will not

be able to switch account email address after an account is set up for you. 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](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 documents are submitted to Turnitin.com by the due date and with a score of **20%** or less in originality check as determined by Turnitin.com even if you include citations. Go to [http://Turnitin.com/en\\_us/training/student-training/about-originalitycheck](http://Turnitin.com/en_us/training/student-training/about-originalitycheck) and [http://Turnitin.com/en\\_us/training/student-training/viewing-originality-reports](http://Turnitin.com/en_us/training/student-training/viewing-originality-reports) to learn more about Turnitin.com.

### ***Industry Team:***

Based on the company you selected, you will be assigned to an industry team by the end of Week 1. Your assigned team will be your "family" for your group assignments, study buddies, and online activities throughout the quarter as well as a team presentation on your industry during Week 11.

### ***Grading Policy:***

The grades will be based on the following distributions:

Attendance/Class Participations	10%
Chapter Quizzes	25%
Research Paper/Team Presentation	15%
Test 1	15%
Test 2	15%
Final exam	20%
Total	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. A grades calculator is available on the class website on Catalyst.

Course grade	Letter grade
98% or above	A+
93-97%	A
90-92%	A-
88%-89%	B+
83-87%	B
80-82%	B-
78-79%	C+
70-77%	C
68%-69%	D+
63-67%	D
60-62%	D-
Below 60%	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 10 – Spring 2014

Date	Topics and In-class Activities	Assignments
Week 1: 4/8/14 (T)	Introduction Syllabus overview Chapter 1 – Business Environment	Chapter 1 quiz due 4/13 11:55pm Syllabus quiz due 4/13 11:55pm
4/10/14 (R)	Chapter 17 – Accounting Research paper signup & Team Formation Team Google Docs file setup	
		<b>Research Paper Task 1:</b> Research and printout income statement for your research company by 4/14 and bring to class 4/15
Week 2: 4/15/14 (T)	Chapter 17 – Accounting In class financial analysis of your research company (bring income statement and balance sheet for your company) Company financial worksheet due in class	Chapter 17 quiz due 4/20 11:55pm
4/17/14 (R)	Complete industry financial worksheet In class paper airplane business simulation Chapter 13 – Marketing	
		<b>Research Paper Task 2:</b> Financial Statement Worksheet due -bring a printout to class 4/22
Week 3: 4/22/14 (T)	Chapter 13 – Marketing Chapter 14 – Products & Pricing	Chapter 13 quiz due 4/27 11:55pm
4/24/14 (R)	Chapter 14 – Products & Pricing	Chapter 14 quiz due 4/27 11:55pm
Week 4: 4/29/14 (T)	Chapter 15 – Distribution	Chapter 15 quiz due 5/4 11:55pm
5/1/14 (R)	Chapter 16 – Promotion In class ads evaluation exercise	Chapter 16 quiz due 5/4 11:55pm
		<b>Research Paper Task 3:</b> Marketing section due 5/4 on Turnitin.com <u>and</u> bring a printout to class 5/6
Week 5: 5/6/14 (T)	Chapter 5 – Form Businesses In class incorporation exercise (Print and bring SS4 and DBA forms to class)	Chapter 5 quiz due 5/11 11:55pm
5/8/14 (R)	<b>Test #1</b> (chapters 1, 13, 14, 15, 16, 17) In-class Forms of Business worksheet	Bring Scantron and #2 pencils
Week 6: 5/13/14 (T)	Chapter 6 – Entrepreneurship	Chapter 6 quiz due 5/18 11:55pm
5/15/14 (R)	Chapter 3 – Global Markets In class global brand survey	Chapter 3 quiz due 5/18 11:55pm

Week 7: 5/20/14 (T)	Chapter 7 – Leadership	Chapter 7 quiz due 5/25 11:55pm
5/22/14 (R)	Chapter 18 – Financial Management	Chapter 18 quiz due 5/25 11:55pm
		<b>Research Paper Task 4:</b> Management section due 5/25 on Turnitin.com <u>and</u> bring a printout to class 5/27
Week 8: 5/27/14 (T)	Chapter 9 – Operations	Chapter 9 quiz due 6/1 11:55pm
5/29/14 (R)	<b>Test #2</b> (chapters 3, 5, 6, 7, 18) Chapter 4 – Ethics & Social Responsibilities	Bring Scantron and #2 pencils Chapter 4 quiz due 6/1 11:55pm
Week 9: 6/3/14 (T)	Chapter 10 – Motivations	Chapter 10 quiz due 6/8 11:55pm
6/5/14 (R)	Chapter 11 – Human Resource Management	Chapter 11 quiz due 6/8 11:55pm
		<b>Research Paper Task 5:</b> Recent News section due 6/8 on Turnitin.com <u>and</u> bring a printout to class 6/10
Week 10: 6/10/14 (T)	Chapter 2 – Economics	Chapter 2 quiz due 6/15 11:55pm
6/12/14 (R)	Chapter 20 – Feds	Team meeting to finalize team industry presentations
		<b>Research Paper Task 6:</b> Submit slides for your company to team's Google Docs by 6/15
Week 11: 6/17/14 (T)	In class team presentations	Team presentations on Google Docs
6/19/14 (R)	In class team presentations	Team presentations on Google Docs
Week 12: 6/27/14 (F)	<b>Final exam Friday 1:45-3:45pm</b> <b>Chapters 1-7, 9-11, 13-18</b>	Bring Scantron and #2 pencils