

**DE ANZA COLLEGE**  
**BUSINESS/COMPUTER SYSTEMS DIVISION**  
**BUSINESS 10 - INTRODUCTION TO BUSINESS**  
**INSTRUCTOR: Emily Garbe, PhD**

***Course Objectives:***

An overview of the business disciplines, including a brief introduction to marketing, accounting, finance, management, human resources, information technologies, economics, international business, business planning, and the role of business in society.

- A. Analyze the role of business and its principles.
- B. Analyze the social responsibility of business.
- C. Evaluate government's role in business.
- D. Discuss the legal forms of business.
- E. Explain and calculate the basics of finance and accounting.
- F. Interpret and analyze the securities market.
- G. Describe and demonstrate decision making skills in a marketing environment.
- H. Describe the role and functions of a manager, and apply decision making skills.
- I. Explain the future of American business and its impact on career choices.
- J. Recognize and identify personal interests and talents to provide feedback about career fields within the business arena.

Go to <http://ecms.deanza.edu/outlineprogresspublic.html?catalogID=112> for further information about the course objectives.

***Contact Information:***

Office hours: To be arranged  
Office location: Business Department  
Email: [garbeemily@fhda.edu](mailto:garbeemily@fhda.edu)

***Class website:***

Look for the class site in the De Anza portal.

***Required Materials:***

- **Textbook:** Understanding Business, Nickels, McHugh & McHugh, Irwin / McGraw-Hill. 9<sup>th</sup> edition.
- **Test supplies:** Three Scantron Score Sheets and a #2 pencil. Scantron score sheets are available for sale at the De Anza college bookstore.

### ***Course Requirements:***

- Attendance
- In class quizzes, tests, and exams
- Individual and Group projects

### ***Attendance:***

Attendance will be recorded at the beginning of class. If you do not attend class during the first week, by law I need to drop you. If you are late to class, please come see me during the break or at the end of class and let me know you were there. If you appear to have been absent more than 3 days in a row prior to the drop date, and I have not heard from you by email (requesting to remain in the class despite your extended absence) within that time, you will be dropped with a 'W'. Therefore, if you have been absent more than 2 days in a row and you want to stay in the class, you are strongly advised to send me an email immediately requesting not to be dropped. If you do not want to continue in the class, be sure to drop the class before the De Anza deadline for drop without record of grade. State law forbids me from dropping you after the deadline for any reason. Your only option after that date is to request an incomplete grade. But you will only qualify for an incomplete grade if you can prove an unforeseen, unavoidable circumstance that makes it impossible for you to finish the class, such as being called up for active duty by the National Guard. Less dire circumstances generally do not qualify for incomplete grade.

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

Use of a computer is required for assignment submissions in Word and PowerPoint presentation. Access to the Internet is also required for this class for research and group projects. You can use your own home computer for Internet access; or, if you prefer, you can use the computers in either the library or the Open Media Lab.

### ***Quizzes:***

On most Fridays except when there are holidays, there will be in-class *open-book, open-notes* quizzes. These are quizzes to help you assess your understandings of the chapters discussed during the week. If you do not do well in these quizzes, you need to review the chapters and come see me during the office hours to make sure you understand the materials.

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

There will be two closed-book, closed-note tests plus a final exam at the end of the quarter. If you know you will be absent on the test/exam days, please make arrangements with the instructor to take the exam *during the office hour before* the rest of the class.

Students with learning disabilities of any kind are encouraged to make arrangements with the Disabled Student Services for extra time on exams. Students who are unsure whether they have a learning disability are encouraged to contact the Disability Programs and Support Services as soon as possible to determine eligibility.

## ***Projects:***

**Research Project:** This is an individual research project. During the first week of class, sign up for a company you will be researching. The company must be a public company (e.g., Apple, Disney, Google, General Motors, etc.), with publicly available financial information and company descriptions. The objective of the project is to provide a three to five page (Word document, single space text, double space between paragraphs, 12 points, Times New Roman) summary of the company, corporate objectives, its products or services, sales territories and target customers, competitors, financials, and its key management team. Include one to two paragraphs on your views of the business (company position, future, contributions or detriments to our society and culture, why you selected to study this company). The paper *must be* in *your own* words. Do not cut and paste from the company website. You will be asked to discuss the company you researched in class. Signup for the project by September 30<sup>th</sup> by following the link on De Anza MyPortal class website.

This is first come first served. If someone already picked a company you wanted, you need to select another one. No duplicate companies allowed.

- **Group project:** This is a group project to write a high level business plan to be presented in class (your classmates on the other teams will act as the venture capitalists). Each group will consist of three-to-four students. Each team member will take one of the roles: Chief Executive Officer (CEO), Chief Financial Officer (CFO), Chief Marketing Officer (CMO), Chief Technology Officer or Chief Information Officer (CTO/CIO). Not every venture would need a CTO. If your venture is a technology firm, then pick a CTO (plus a CIO if you like); on the other hand, if your venture is non-technical, pick a CIO.

The team will pick a venture idea (it can be anything ranging from an iPhone app or an online toy store, to a local bakery, or the next generation PillowPets), and develop a business plan for the venture. The plan will consist of a company mission statement, products or services, sales and marketing plan, target customers, major competitors, 3 year revenue forecast, major costs and expenses, the management team/org chart, and why the company is going to be successful.

Each team will submit a five-to-eight page business plan in Word document (plus any pictures of the products, excel spreadsheets, charts, graphs, sample ads, or mock-up web pages if you like), and make a 15 minutes presentations with PowerPoint in-class during the final week of the class (either Monday December 5<sup>th</sup>, Wednesday December 7<sup>th</sup> or Friday December 9<sup>th</sup>). Each team member must present part of the presentation.

Outline for the business plan can be found online at the class website. The CEO of each venture team should upload 2 files, a Word document and a PowerPoint file, by the due date regardless of your in-class presentation date. Please combine all the writeups from the team members into one Word document and one PowerPoint using the file naming convention of “venture name \_Fall11” (for example, solarinstall\_Fall11). Please do not submit multiple Word or PowerPoint documents from one team.

All members in a team will receive the same grades. The top team with most votes from the venture capitalists will receive 5 extra points to be added to your final grades for each

of the winning team members, and the top two and three teams will receive 3 extra points for each of the team members.

Signup for the project and presentation date by following the link on De Anza MyPortal class website.

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

The grades will be based on the following distributions:

	<b>%</b>
Attendance	10%
Weekly quizzes	16%
Test 1	12%
Test 2	12%
Final exam	20%
Individual Project	10%
Group Project	20%
<b><i>Total</i></b>	<b>100%</b>

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 described above.

<b>Weighted average course grade</b>	<b>Letter grade</b>
99% or above	A+
92-98%	A
90-91%	A-
88-89%	B+
82-87%	B
80-81%	B-
78-79%	C+
70-77%	C
67-69%	D+
58-66%	D
55-57%	D-
Below 55%	F

### ***Academic Integrity Policy:***

Students who cheat on the tests or exam, or help another person cheat will receive a failing

grade in this course and be reported to the Dean of EOPS & Student Development.

### Sample course calendar: - Fall 2011

Date	Reading assignment	Tests/Assignments Due Dates
9/26/2011	Chapter 1 – Business Environment (A, I)	
9/28/2011	Chapter 2 – Economics (C)	
9/30/2011		Quiz on Chapters 1 & 2 Last day for research projects signup
10/3/2011	Chapter 3 – Global Markets (I)	
10/5/2011	Chapter 4 – Ethics (B, C)	
10/7/2011		Quiz on Chapters 3 & 4 Research project discussions
10/10/2011	Chapter 5 – Form Businesses (D)	
10/12/2011	Chapter 6 – Entrepreneurship (D, I)	
10/14/2011		Quiz on Chapters 5 & 6 <b>Research project due</b> Last day for business plan project signup
10/17/2011	Chapter 7 – Leadership (H)	
10/19/2011	Chapter 8 – Organization Design (H)	
10/21/2011		Quiz on Chapters 7 & 8 Work on group projects
10/24/2011	Chapter 9 – Operations (H)	
10/26/2011	Chapter 10 – Motivations (H)	
<b>10/28/2011</b>		<b>Test #1 on chapters 1 to 10</b> Bring Scantron score sheet and #2 pencil Work on group projects
10/31/2011	Chapter 11 – HR (H)	
11/2/2011	Chapter 12 – Employee Management (H)	
11/4/2011		Quiz on Chapters 11 & 12 Work on group projects
11/7/2011	Chapter 13 – Marketing (G)	
11/9/2011	Chapter 14 – Pricing (G)	
11/14/2011	Chapter 15 – Distribution (G)	Quiz on Chapters 13 & 14
11/16/2011	Chapter 16 – Promotion (G)	
11/18/2011		Quiz on Chapters 15 & 16 Work on group projects
11/21/2011	Chapter 17 – Accounting/Finance (E)	
11/23/2011	Chapter 18 – Financial Management (E)	
11/28/2011	Chapter 19 – Securities Markets (F)	Quiz on Chapters 17 & 18
11/30/2011	Chapter 20 – Federal Reserves (C)	
<b>12/2/2011</b>		<b>Test #2 on chapters 11 to 20</b> Bring Scantron score sheet and #2 pencil Work on group projects
12/5/2011	(I, J)	Group project presentations & discussions <b>Group projects due</b>
12/7/2011	(I, J)	Group project presentations & discussions
12/9/2011	(I, J)	Group project presentations & discussions Submit venture capitalist score sheets
12/12/2011		Final exam review
<b>12/16/2011</b>	<b>Final Exam – 11:30am – 1:30 pm</b>	Bring Scantron score sheet and #2 pencil