

DE ANZA COLLEGE
BUSINESS/COMPUTER SYSTEMS DIVISION
BUSINESS 10 - INTRODUCTION TO BUSINESS
Fall 2012 – Section 4
MW 11:30-1:20 pm, F 11:30-12:20 pm
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: Monday, Wednesday 11:30 am-1:20 pm **and** Friday 11:30 am-12:20 pm

Class location: MLC103

Office hours: Friday 12:30-1:30 pm.

Office location: Baldwin Winery Building

Email: garbeemily@deanza.edu

Class website:

Look for the class site in De Anza MyPortal.

Required Materials:

- **Textbook:** Understanding Business, Nickels, McHugh & McHugh, Irwin / McGraw-Hill. 9th edition.
- **Test supplies:** Ten *Green* Scantron Score Sheets and #2 pencils. Scantron score sheets are available for sale at the De Anza college bookstore. Scantron score sheets will not be provided by the instructor.

Course Requirements:

- Attendance
- Assignments
- Tests and Final Exam
- Research paper

Attendance:

Attendance will be recorded at the beginning of each class. If you appear to have been absent more than 3 days in a row any time prior to the withdraw deadline, and I have not heard from you by email within that time with valid reasons, you may be dropped with a 'W'. If you are absent for more than six days of classes in total, regardless of whether or not you have sent me notes about it, you may be dropped because with such an extended absence, it is unlikely that a student can catch up.

However, it is not the instructor's responsibility to drop you if you simply stop attending. Not showing up for classes does not mean the instructor is responsible for dropping you. If you do not want to continue with the class, it is completely the student's responsibility to drop the class by the withdraw date for a "W" or by the drop date for dropping without a 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. However, you will only be qualified 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. Check DeAnza website for the most up to date drop and withdrawal dates.

Access to a computer and the Internet:

A computer is required for submitting research paper in Word and PowerPoint. Access to the Internet is also required for this class for research paper submission to TurnItIn.com. You can use your own home computer for Internet access; or, if you prefer, you can use the computers in either the DeAnza 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 not doing your work properly. If you have an iPad or laptop, you are encouraged to bring them to class for note taking and research.

If you miss a class, please go to the website and download the lecture. Projects must be typed on a computer and submitted on TurnItIn.com no later than the due date. No late submission.

If you do not have a TurnItIn.com account, the instructor will set one up for you. Please make sure the email account you provided to DeAnza is correct. Once the instructor submits your email account to TurnItIn.com, you will receive an email from the website containing your personal password. It is your responsibility to remember that password as instructors do not have access to TurnItIn passwords. If you already have an account with TurnItIn.com from another class, you may continue to use the same account/password for this class.

In-Class Assignments:

There will be seven in-class assignments using Scantron. They are open book, open notes assignments to be completed in class.

Tests and Final Exam:

There will be three closed-book, closed-note tests during week 4, week 7 and week 11 of the quarter, 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 scheduled tests/exam.

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

Research Paper:

This is an individual research project. Sign up for a U.S. company you will be researching. The company must be a public company and traded in the U.S. stock market (e.g., Disney, Google, General Motors, etc.), with publicly available financial information and company descriptions. Papers on private companies will receive an "F". 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 (including SWOT analysis), 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. Papers flagged by TurnItIn.com will receive an "F". You will be asked to discuss the company you researched in class. Signup for the project by following the link on De Anza MyPortal class website. You may select one of the suggested companies or select your own.

<https://docs.google.com/spreadsheet/ccc?key=0AtGrXoPg5pmPdGs5SkdvTDIWcmlXSIF0TnpPX1ILTnc#gid=0>

The grading rubric for the assignment can be found at:

https://docs.google.com/document/d/16pD55yOKNfrzY1SQDSeapE8G16RcdzA0KrbZIRaocc0/edit?hl=en_US

Section 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.

The paper is due on Week 8 of the course. Please follow the file naming convention of "lastname_Sec4" (for example, Smith_Sec4). Please PRINT OUT a copy of the paper and bring to class on the due date ***plus*** submit it

to TurnItIn.com. No grades will be given without submission to TurnItIn.com. Failure to submit the paper on time will result in instructor dropping you from the class as it is viewed as equivalent to missing 3 classes in a row.

A 5 to 10 min in-class Powerpoint presentation of your company is optional for extra credits. Go to <https://docs.google.com/spreadsheets/ccc?key=0AtGrXoPg5pmPdG9NTTzJalUdUZmZxUUNXcndjdDJUMmc#gid=0> to sign up.

Grading Policy:

The grades will be based on the following distributions:

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|----------------------|------|
| Attendance | 10% |
| In class assignments | 20% |
| Test 1 | 10% |
| Test 2 | 10% |
| Test 3 | 10% |
| Final exam | 20% |
| Research Paper | 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.

| Course grade | Letter grade |
|----------------------------|--------------|
| 98% or above | A+ |
| 92-97% | A |
| 90-91% | A- |
| 88%-89% | B+ |
| 82-87% | B |
| 80-81% | B- |
| 78-79% | C+ |
| 70-77% (C- does not exist) | C |
| 68%-69% | D+ |
| 62-67% | D |
| 60-61% | D- |
| Below 60% | 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.

Important dates to remember (international students please check DeAnza website for dates):

Sept 24 (M) – First day of class

Oct 6 – Last day to add. It is the student's responsibility to add a class upon receiving an add code.

Oct 7 – Last day to drop with no record of grade.

Nov 12 – Veteran's Day, no class

Nov 16 - The last day to drop with a "W"

Nov 22-23 – Thanksgiving, no class

Business 10 Section 4 – Fall 2012

| Date | Reading assignment | Tests/Assignments Due Dates |
|-------------------------|--|--|
| Week 1: 9/24/12 (M) | Introduction Syllabus overview Chapter 1 – Business Environment | |
| 9/26/12 (W) | Chapter 1 – Business Environment | |
| 9/28/12 (F) | Chapter 2 – Economics | |
| | | |
| Week 2: 10/1/12 (M) | Chapter 2 – Economics | |
| 10/3/12 (W) | Chapter 3 – Global Markets | |
| 10/5/12 (F) | Chapter 3 – Global Markets In class assignment #1 | Bring Scantron score sheet and #2 pencil |
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| Week 3: 10/8/12 (M) | Chapter 5 – Form Businesses | In class paper airplane exercise |
| 10/10/12 (W) | Chapter 5 – Form Businesses Chapter 6 – Entrepreneurship | In class incorporation exercise |
| 10/12/12 (F) | Chapter 6 – Entrepreneurship | |
| | | |
| Week 4: 10/15/12 (M) | Chapter 13 – Marketing In-class assignment #2 | Bring Scantron score sheet and #2 pencil |
| 10/17/12 (W) | Test #1 (assignments #1 and 2) Chapter 13 – Marketing | Bring Scantron score sheet and #2 pencil |
| 10/19/12 (F) | Chapter 14 – Pricing | |
| | | |
| Week 5: 10/22/12 (M) | Chapter 16 – Promotion | |
| 10/24/12 (W) | Chapter 15 – Distribution | |
| 10/26/12 (F) | In-class assignment #3 | Bring Scantron score sheet and #2 pencil |
| | | |
| Week 6: 10/29/12 (M) | Chapter 17 – Accounting/Finance | Scantron score sheet and #2 pencil |
| 10/31/12 (W) | Chapter 17 – Accounting/Finance In class Apple financial statement exercise | |
| 11/2/12 (F) | Chapter 17 – Accounting/Finance In-class assignment #4 | Bring Scantron score sheet and #2 pencil |
| | | |
| Week 7: 11/5/12 (M) | Test #2 (assignments #3 & 4) Chapter 7 – Leadership TurnItIn.com overview | Bring Scantron score sheet and #2 pencil |
| 11/7/12 (W) | Chapter 7 – Leadership | |
| 11/9/12 (F) | Chapter 8 – Organization Design | |
| | | |
| Week 8: 11/14/12 (W) | Chapter 8 – Organization Design | |
| 11/16/12 (F) | Chapter 10 – Motivations | Research paper due |
| | | |
| Week 9: 11/19/12 (M) | Chapter 10 – Motivations In-class assignment #5 | Bring Scantron score sheet and #2 pencil Research paper presentations |

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|--------------------------|---------------------------------|--|
| 11/21/12 (W) | Chapter 4 – Ethics | Research paper presentations |
| | HAPPY THANKSGIVING | |
| Week 10: 11/26/12 (M) | Chapter 11 – HR | Research paper presentations |
| 11/28/12 (W) | Chapter 19 – Securities markets | Research paper presentations |
| 11/30/12 (F) | Chapter 19 – Securities markets | Research paper presentations |
| | | |
| Week 11: 12/3/12 (M) | Chapter 20 – Federal Reserves | Research paper presentations |
| 12/5/12 (W) | In-class assignment #6 | Bring Scantron score sheet and #2 pencil Research paper presentations |
| 12/7/12 (F) | Test #3 (assignment 5 & 6) | Bring Scantron score sheet and #2 pencil |
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| Week 12: 12/10/12 (M) | Final exam review | |
| 12/12/12 (W) | Final Exam – 11:30am – 1:30pm | Bring Scantron score sheet and #2 pencil |