

DE ANZA COLLEGE
BUSINESS/COMPUTER SYSTEMS DIVISION
BUSINESS 10 - INTRODUCTION TO BUSINESS
Winter 2012 – Section 4
MW 11:30-1:15pm; F 11:30-12:20pm
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 11:30am-1:15pm; Friday 11:30am-12:20pm

Class location: ADM102

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

Office location: Baldwin Winery ground floor

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. **Custom edition** or 9th edition.
- **Test supplies:** Four Scantron Score Sheets and a #2 pencil. 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
- Homework assignments
- In class quizzes, tests, and exams
- Online MyPortal participations
- Individual and Group projects

Attendance:

Attendance will be recorded at the beginning of each class. If you do not attend class during the first week, you will be dropped. 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 March 2nd, 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 are absent for more than 10 hours of class in total, regardless of whether or not you have sent me notes about it, you will be dropped.

If you do not want to continue in the class, be sure to drop the class by March 2nd for a "W" or January 28th for drop without record of grade. State law forbids me from dropping you after March 2nd for any reason. Your only option after that date is to request an incomplete grade. However, 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. Access to the Internet is also required for this class for research, group projects and paper submission to TurnItIn. 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. During the quarter, you must complete online homework and activities which will be count as part of your class participation.

All class announcements will be made on MyPortal website. If you miss a class, please go to the website and download the lecture. Both projects must be typed on a computer and submitted on TurnItIn no later than the due date.

Homework Assignments:

There will be six written homework assignments. You must hand in your assignments on time. No late assignments will be accepted. In addition, I will be posting news articles online at MyPortal for online comments. Online participations will be counted towards class participation or extra credits.

Quizzes:

There will be periodic pop quizzes. You need to keep up with the lectures and review the materials on an ongoing basis.

Tests and Final Exam:

There will be three 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 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 other accommodations.

Projects:

Research Project:

This is an individual research project. During the first three weeks of class, sign up for a company you will be researching. The company must be a public company (e.g., 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 January 27th by following the link on De Anza MyPortal class website or go directly to:

https://docs.google.com/spreadsheet/ccc?key=0AtGrXoPg5pmPdEtpcGZsQmM5LTzhTzZPc1N2bW93WVE&hl=en_US#gid=0

A suggested outline can be found at:

https://docs.google.com/document/d/16pD55yOKNfrzY1SQDSeapE8G16RcdzA0KrbZIRaoc0/edit?hl=en_US

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

The project is due on Wednesday, February 15th. 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. For each day the paper is late, one letter grade is subtracted from your grade.

In-class presentation of your company is optional and those who present will receive extra credits up to 20% of the points for the research paper. Please see the instructor to schedule your presentation if you are planning to present in class.

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 four to five 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. A suggested business plan outline can be found at:

https://docs.google.com/document/d/1ZCerkve11qdN_AOyHesqLTSKbeGJqqIOFmVRZO6kIbc/edit?hl=en_US

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 (Monday March 19th, Wednesday March 21th or Friday March 23th). Each team member must present a part of the presentation.

Outline for the business plan can be found online at the class website. The project is due at the start of class Monday, March 19th on TurnItIn. The CEO of each venture team needs to print out the Word document and a PowerPoint file, by the due date on the 19th regardless of your in-class presentation date.

All members in a team will receive the same grades subject to the instructor's discretion. Each student will fill out two assessment forms during the presentation week, one on team member's contribution for his or her own team, and one on evaluation of other teams' presentations (simulation of venture capitalists). 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, all subject to instructor's discretion.

Signup for the project no later than January 27th by following the link on De Anza MyPortal class website or go directly to:

<https://docs.google.com/spreadsheet/ccc?key=0AtGrXoPg5pmPdDNITW5iakFLcmV0cVpYVUVRdFF6Snc#gid=0>

To signup for team presentation date and time, please follow the link on De Anza MyPortal website or go directly to:

<https://docs.google.com/spreadsheet/ccc?key=0AtGrXoPg5pmPdFd2b3pwS3dNN0NMeURrbnd4OVI5NGc#gid=0>

Grading Policy:

The grades will be based on the following distributions:

	%
Attendance	10%
Homework & Pop Quizzes	10%
Test 1	10%
Test 2	10%
Test 3	10%
Final exam	20%
Research Paper	10%
Group Project	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:

January 9 (M) – First day of class

January 16 (M) – MLK day, no class

January 21 – Last day to add. It is the student's responsibility to add a class upon receiving an add code.

January 28 – Last day to drop with no record of grade.

February 17 (F) – Lincoln's birthday, no class

February 20 (M) – Washington's birthday, no class

March 2 - The last day to drop with a "W"

March 27 (T) – Final exam 11:30-1:30 pm

Business 10 Section 4 – Winter 2012

Date	Reading assignment	Tests/Assignments Due Dates
1/9/12 (M)	Introduction Chapter 1 – Business Environment	
1/11/12 (W)	Chapter 1 – Business Environment Chapter 2 – Economics	
1/13/12 (F)	Chapter 2 – Economics	MyPortal assignment due online
1/18/12 (W)	Review Homework assignment #1 Chapter 3 – Global Markets	Homework assignment #1 due
1/20/12 (F)	Chapter 3 – Global Markets Chapter 5 – Form Businesses	Last day for research paper signup
1/23/12 (M)	Chapter 5 – Form Businesses	
1/25/12 (W)	Chapter 6 – Entrepreneurship	
1/27/12 (F)	Review Homework assignment #2 Review for Test #1 Chapter 17 – Accounting/Finance	Homework assignment #2 due Last day for group project signup
1/30/12 (M)	Chapter 17 – Accounting/Finance Chapter 18 – Financial Management	
2/1/12 (W)	Test #1 Chapter 18 – Financial Management In class financial statement exercise	Bring Scantron score sheet and #2 pencil Start group project in class
2/3/12 (F)	In class financial statement exercise Review homework assignment #3	Homework assignment #3 due
2/6/12 (M)	Chapter 13 – Marketing Chapter 14 – Pricing	
2/8/12 (W)	Chapter 16 – Promotion	
2/10/12 (F)	Chapter 15 – Distribution	
2/13/12 (M)	Review homework assignment #4 Review for Test #2	Homework assignment #4 due Work on group projects in class
2/15/12 (W)	Test #2 Chapter 7 – Leadership	Bring Scantron score sheet and #2 pencil Research paper due on TurnItIn and in class Work on group projects in class
2/22/12 (W)	Chapter 7 – Leadership Chapter 8 – Organization Design	
2/24/12 (F)	Chapter 8 – Organization Design	

2/27/12 (M)	Chapter 9 – Operations	
2/29/12 (W)	Chapter 10 – Motivations	
3/2/12 (F)	Review homework assignment #5 Chapter 4 – Ethics	Homework assignment #5 due
3/5/12 (M)	Chapter 11 – HR	
3/7/12 (W)	Chapter 12 – Employee Management	
3/9/12 (F)	Review for Test #3 Preliminary review of group projects	Work on group projects in class
3/12/12 (M)	Test #3 Chapter 19 – Securities Markets	Bring Scantron score sheet and #2 pencil
3/14/12 (W)	Chapter 20 – Federal Reserves	Work on group projects in class
3/16/12 (F)	Review homework assignment #6 Review of group projects	Homework assignment #6 due Work on group projects
3/19/12 (M)	Business plan presentations	Group projects due on TurnItIn and hand in during class Group project presentations
3/21/12 (W)	Business plan presentations	Group presentations & discussions
3/23/12 (F)	Business plan presentations	Group presentations & discussions
3/26/12 (M)	Final exam review	
3/27/12 (T)	Final Exam – 11:30am – 1:30pm	Bring Scantron score sheet and #2 pencil