Course Objectives: This is an introductory level course designed to introduce the student to basic business terminology, operations, and principles, including an introduction to the functions performed both by and within modern business establishments. Topics include management, accounting, economics, marketing, international business, starting and running a small business, and business ethics.

Required Materials:
- Textbook: *Understanding Business, 9th edition* Nickels, McHugh & McHugh, Irwin / McGraw-Hill. (ISBN 978-0-07-351170-2). You can either buy this book used for between $10 and $40, then pay $60 for “Connect,” (the cheapest of the two options) which you will need to complete your work; or, if you would prefer an online textbook instead of a physical book, you can buy “Connect Plus” when you sign up for access to the course website. That will cost you $115 and will give you access to the course website plus an online textbook.

- Access to the course website in the McGraw-Hill Connect system. As explained in the “Textbook” section above, this will cost you $60 if you don’t want an online textbook, or $115 if you do want an online textbook. The product without the online textbook is called “Connect” and the product with the online textbook is called “Connect Plus.”

Course Requirements:
- **General Orientation:** You must complete the general online orientation at [http://www.deanza.edu/distance](http://www.deanza.edu/distance). Click the Online Orientation link under the “Summer 2014 links” header, then click the link for BUS –D10.-61Z with Byron Lilly to get started. It is recommended you complete this orientation by Monday, June 30, 2014.

- **Self-registration on the Course Website:** This course is not offered in Catalyst. It is offered in McGraw-Hill Connect only. The entry point for the McGraw-Hill Connect website specific to this class is [http://connect.mheducation.com/class/blillybus10onlinesummer2014](http://connect.mheducation.com/class/blillybus10onlinesummer2014). You must register yourself on the course website by Sunday, July 6, 2014. Otherwise, you will be dropped from the class for being absent during the first week of the summer quarter.

- **Specific Orientation:** Once you’re inside the course website in McGraw-Hill Connect, you must watch all the videos found in the “Welcome Activities” section, which is near the top of the screen, on the left side, as soon as possible. Click the expression Welcome Activities to expand this activities group, then click each of the activities in that group, starting at the top. Five of these links will take you to videos and two of them will take you to documents. These documents and videos will show you exactly how to earn points and get a good grade in this class.

- **Online Attendance, part two:** In addition to self-registering on the McGraw-Hill Connect website for this course by Sunday, July 6, 2014, you must also earn at least 800 online
points in the class by Sunday, July 20, 2014. This is the other attendance requirement. If you do not earn at least 800 points by this date, you will be dropped from the class for inadequate attendance.

* **Required Online Activities:** The required online activities will count for 100% of the course grade. Most of the online activities can be completed at your own pace, provided you complete them by 5:00PM Thursday, August 7, 2014. However, the online final examination is only available from 8AM Monday, August 4, 2014 to 5PM Thursday, August 7, 2014 (four days). The final exam consists of two parts. Each student will be permitted only one attempt at each part and will have only two hours to complete each part of the final exam.

* **Reading Assignments:** All required reading assignments are found in the textbook. Ownership of a textbook (either physical or online) and completion of the required reading assignments are essential to successful performance in this class.

**Extra Credit:**

- Extra credit points can be earned by completing one or more of the 15 “LearnSmart Study Modules” that are available on the course website. There is one LearnSmart Study Module per assigned chapter in the course. Drilling with these modules will also greatly improve your performance on the comprehensive chapter exams and the final exam. Although in reporting your interim grade during the quarter the McGraw-Hill Connect system does not give partial credit for partial completion of LearnSmart Study Modules, once the final deadline for the coursework (5PM Thursday, August 7, 2014) has passed, it will give partial credit for partially-completed LearnSmart Study Modules.

**Grading Policy:**

Each student's course grade will be calculated by dividing their “actual online points earned” by the “online points possible” in the course. For grading purposes, there are 5,037 online points possible in this course; although in fact, due to the extra credit points available in the LearnSmart modules, it is possible for an individual student to earn more than 5,037 points.

The student’s letter grade in the course will be determined according to the following table:

<table>
<thead>
<tr>
<th>Online points at or above</th>
<th>Course grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,962 (99%)</td>
<td>A+</td>
</tr>
<tr>
<td>4,609 (92%)</td>
<td>A</td>
</tr>
<tr>
<td>4,509 (90%)</td>
<td>A-</td>
</tr>
<tr>
<td>4,408 (88%)</td>
<td>B+</td>
</tr>
<tr>
<td>4,106 (82%)</td>
<td>B</td>
</tr>
<tr>
<td>4,005 (80%)</td>
<td>B-</td>
</tr>
<tr>
<td>3,904 (78%)</td>
<td>C+</td>
</tr>
<tr>
<td>3,501 (70%)</td>
<td>C</td>
</tr>
<tr>
<td>3,350 (67%)</td>
<td>D+</td>
</tr>
<tr>
<td>2,897 (58%)</td>
<td>D</td>
</tr>
<tr>
<td>2,746 (55%)</td>
<td>D-</td>
</tr>
<tr>
<td>Below 2,746</td>
<td>F</td>
</tr>
</tbody>
</table>
**Academic Integrity Policy:**
All online work must be performed individually. You can study the book in groups, but students who assist others on an online exam or quiz, or who accept the assistance of others, have cheated. Cheating students, if caught, will receive a **failing grade on any assignments they cheated on** and their name(s) will be reported to the Dean of Student Affairs of De Anza College for further disciplinary action.

**Websites you will need:**
- The online orientation website at [http://www.deanza.edu/distance](http://www.deanza.edu/distance). Click the Online Orientation link under the “Summer 2014 links” header, then click the link for BUS –D10–61Z with Byron Lilly to get started.

**Optional websites:**
- The authors of the textbook maintain a website containing some optional practice quizzes and other optional study materials. You will find this website at: [http://highered.mcgraw-hill.com/sites/007733163x/student_view0/index.html](http://highered.mcgraw-hill.com/sites/007733163x/student_view0/index.html)

**Important dates to remember:**
- **Monday, June 30** – Recommended date by which you should complete the general online orientation and begin the course
- **Wednesday, July 2** – Last day to drop the class with a refund. Also, the recommended date by which you should complete the specific online orientation consisting of the activities in the “Welcome Activities” group and begin to work on the course material.
- **Sunday, July 6** – Last possible date to register on the course website at [http://connect.mheducation.com/class/blillybus10onlinesummer2014](http://connect.mheducation.com/class/blillybus10onlinesummer2014). Otherwise, I will drop you from the course Monday, July 7.
- **Monday, July 7** – Last day to use an add code to add the class in MyPortal
- **Sunday, July 20** - Be sure to earn **at least 800 online points** on the course website by this date. Otherwise, I will drop you from the course.
- **Wednesday, July 30** – **Last day to drop with a “W”** (This is a **very important due date**. This is your last possible opportunity to drop the class and avoid a D or F. If you do not drop the class with a W by this due date, **you will be stuck in the class, and stuck with whatever grade you get in the class.**)
- **Monday, August 4, 8AM** – The online final examination becomes available
- **Thursday, August 7, 5PM** – Time and date by which you must finish all the work in the class, whether required or extra credit. This includes **both parts** of the online final examination.

**Contacting the instructor:**
Office hours: By appointment only.
Office location: Building F4, room F41F
Telephone: (408) 864-8431
Email: lillybyron@fhda.edu
Website: [http://www.deanza.edu/faculty/lillybyron/](http://www.deanza.edu/faculty/lillybyron/)