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:** Selected Materials from *Understanding Business, 9th edition* Nickels, McHugh & McHugh, Irwin / McGraw-Hill. (ISBN 978-0-07-759791-7). If you buy your book new at the De Anza College bookstore, it will come bundled with a McGraw-Hill Connect registration card. If you buy a used textbook, you will have to pay $50 with a credit card to register on the McGraw-Hill Connect website. You must have access to the McGraw-Hill Connect website in order to take this class.

- Access to the course website in the McGraw-Hill Connect system. This will cost you $50 if you do not have a McGraw-Hill Connect registration card, which comes bundled with a new custom textbook at the De Anza College bookstore. This course is not available through Catalyst or any other system. It is available through the McGraw-Hill Connect system only.

- **Alternate textbook:** You can also use *Understanding Business, 9th edition* Nickels, McHugh & McHugh (ISBN 978-0-07-735546-3) but you will need to pay $50 to register on the McGraw-Hill Connect website, in addition to buying the textbook, because *Understanding Business, 9th edition* does NOT come with a McGraw-Hill Connect registration card, even if you buy it new.

Course Requirements:

* **Self-registration on the course website:** You must self-register on the course website at [http://connect.mcgraw-hill.com/class/blilly_bus10online_spring2014](http://connect.mcgraw-hill.com/class/blilly_bus10online_spring2014) by Sunday, April 20, 2014 to avoid being dropped from this class. A video walkthrough of how to do that can be found at [http://www.screencast.com/t/1op1ZDS1DqH](http://www.screencast.com/t/1op1ZDS1DqH). If you buy a new copy of the custom textbook for this class from the De Anza College bookstore, it will come bundled with a registration card for the McGraw-Hill Connect system. Alternatively, you can pay $50 for access to the course website for the entire quarter, or $115 for access to the course website plus an online textbook. The first page of the online orientation provides a lengthier overview of the course and how to get started in it. To begin the online orientation, go to [http://www.deanza.edu/distance](http://www.deanza.edu/distance), click the "Online Orientation" link located within "Spring 2014 links" group, then click either the link for "BUS -D010.-64Z with Byron Lilly" or "BUS -D010.-65Z with Byron Lilly". The online orientations for these two sections are identical in all respects.

* **Four required orientation videos:** Once you’re inside the class, I urge you to watch all four
videos found in the “Welcome Activities” group, which is near the top of the Home Tab as soon as possible. Click the blue (some people would call it turquoise) phrase "Welcome Activities" to expand that topic and reveal the links to the videos that are grouped under that topic. There are four video links and two links to static Adobe Acrobat documents in that activities group. You should carefully watch the videos and review the document brought up by each of these six links during the first week of the quarter, or as soon as possible thereafter.

* **Online Activities and Attendance Requirement:** The online activities will count for 100% of the course grade. The online activities can be completed at your own pace, subject to the following three constraints:

1. You **must** earn at least **800 online points** by the end of week 5 (Sunday, May 11, 2014.) Otherwise you will be dropped from the course. **This is the attendance requirement.**
2. All of the online activities other than the final exam will cease to be available promptly at **6:00 AM** (6 o’clock in the **morning**) Tuesday, June 24, 2014.
3. The final exam will be available online ONLY between 7AM Tuesday, June 24, 2014 and 6PM Friday, June 27, 2014. You are urged to finish both parts of the final exam by **6AM** Friday, June 27, 2014 if at all possible.

The dates in these three constraints will be **strictly enforced**. Requests to grant extensions due to student error, oversight, or illness will be **denied**. Requests to grant extensions due to failure of student-owned computer equipment will be **denied**.

* **Final Examination:** The final examination is required, online, must be taken in two parts, and **should** be completed between 7AM Tuesday, June 24, 2014 and **6AM** Friday, June 27, 2014, but it will be **available** until **6PM** Friday, June 27, 2014 (12 hours later). Each student will have only two hours to complete each part of the final examination. The reason I do not recommend anyone go past 6AM Friday, June 27 to take either part of the final exam is because if you encounter a system problem on Friday, it will be your responsibility to reach me in my office Friday before I go home for the weekend, and to give me a reasonable opportunity to help you resolve your problem on Friday. I will not be reachable at all on the weekend, and if the first time I hear about your problem is when I come in to work Monday, I am probably not going to be willing to do anything for you. Therefore, if you begin either part of the final exam later than 6AM Friday, June 27, 2014, you do so **entirely at your own risk.** If you encounter a system problem during this 12 hour “at risk” period on Friday, please **call me as soon as possible** at (408) 864-8431. Do NOT just email me. See the document “About the Final Exam” within the Final Exam group of assignments at the bottom of the Home tab for further information about the Final Exam.

**General Information:**

* **You can use computers on the De Anza campus if you want:** Access to the Internet is required for this class. 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 Library West Computer Lab. The library has 16 computers in the reference area on the first floor, and 20 computers in the Library Computer Lab on the second floor. The Library West Computer Lab is located downstairs in (the basement of) the Learning Center West (LCW) building. To use the computers in the library, you must have your student DASB card activated at the library circulation desk.

* **Last date to drop with a W:** You are solely responsible for **dropping the course by Friday.**
May 30, 2014 if you do not want to continue in the course. Late drops (drops attempted after May 30, 2014) will not be accepted.

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 regular coursework (6AM Tuesday, June 24, 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>Points Earned 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. If caught, they will immediately receive a failing grade in this course and their name(s) will be reported to the Dean of Instruction of De Anza College for further disciplinary action.

Websites you will need:

The course website at: http://connect.mcgraw-hill.com/class/blilly_bus10online_spring2014

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-
I do recommend you take advantage of the free practice quizzes (one per chapter) and online vocabulary flash cards on this website but I do not recommend you purchase the premium materials on this website. You won’t need them.

**Important dates to remember (all dates are in 2014):**

**Wednesday, April 8** – Recommended date by which you should complete the online orientation, register on the course website in the McGraw-Hill Connect system, buy the textbook, and review the videos and other materials in the “Welcome Activities” group on the course website.

**Sunday, April 20** – Last possible date to register on the course website at [http://connect.mcgraw-hill.com/class/blilly_bus10online_spring2014](http://connect.mcgraw-hill.com/class/blilly_bus10online_spring2014). If you do not successfully register on the correct course website by this date, I will drop you from the course.

**Sunday, May 11** - Be sure to earn at least 800 online points on the course website by this date. Otherwise, I will drop you from the course.

**Friday, May 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 with whatever grade you get in the class.)

**Tuesday, June 24, 6:00AM** – Last chance to complete any online work other than the final examination. This includes the extra credit work in the LearnSmart tool.

**Tuesday, June 24, 7:00AM** – Both parts of the online final examination become available on the course website.

**Friday, June 27, 6:00AM** – Date and time by which you are strongly advised to complete both parts of the final exam. See Final Examination under Course Requirements for details.

**Friday, June 27, 6:00PM** – Date and time by which you must complete both parts of the final exam.

**Contacting the instructor:**

Office hours: Mon thru Thurs 12:30-1:30PM. Other times by appointment.
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/)