**DE ANZA COLLEGE   
BUSINESS/COMPUTER SYSTEMS DIVISION   
BUSINESS 10 ─ INTRODUCTION TO BUSINESS WINTER 2017 ─ Section 09  
CRN: 33172  
M and W, 12:30-2:45pm  
INSTRUCTOR: GORDON SMITH**

***Requisites:***

**Advisory**: EWRT 211 and READ 211 (or LART 211), or ESL 272 and 273.

***Course Description:***

This course is designed to give you a practical introduction to business from the perspective of an instructor who has spent over 25 years working in Silicon Valley technology companies, from large ones to start-ups, in a variety of managerial and executive roles, with many different kinds of products and services. This course provides a foundation of business knowledge -- and a deeper appreciation of how much you will still need to learn to give yourself the best possible chance of fulfilling your business career goals. The course will make a lot of use of business cases, so that your knowledge is grounded as solidly as possible in working actively with the material.

Topics to be covered include basic concepts in: economics, marketing, international business, organizational structure, business ethics, employee motivation, operations management, entrepreneurship and business leadership.

***Student Learning Outcomes:***

The Business Department has two official learning outcomes for BUS 10:

1. Distinguish among the primary functions within a business, such as marketing, operations, human resources, accounting and finance. Identify the interests and roles of key business stakeholders, such as employees, management, owners, and society.
2. Demonstrate a working vocabulary of business terms.

***Required Materials:***

• Textbook: Understanding Business, **10th edition,** Nickels, McHugh & McHugh Irwin / McGraw Hill. (ISBN-13: 978-0073524597).   
I strongly suggest you either buy this book **used** or **rent it**. You must have this book.

• Test supplies: Two 8 ½” x 11” ParSCORE Score Sheets (for the in-class exams) and a #2 (soft lead) pencil. ParSCORE score sheets are available for sale at the De Anza College bookstore.

***Course Requirements:***

**I am committed to working with you to help you succeed in this class.** All of the following requirements are designed to help you get the most out of this class. If you feel you are not succeeding, I encourage you to come see me after class or during my office hours *as soon as possible* so we can address whatever issues you are facing.

*Please be sure you read the final section of this syllabus with the daily lesson plan and list of critical deadlines. It tells you exactly what we will be covering and when, and what deliverables are expected of you.*

• **Attendance:** Class meets twice a week, and attendance is required. The reasons it's required are that, first, you probably shouldn't waste your time in the class if you're not motivated to be there; and second, if you don't attend you won't be engaged and won't get much out of taking BUS 10. Research shows that people learn better when they are actively involved in the learning process.

Attendance will be taken every day at the beginning of class. If you are late to class, come see me at the end of class to let me know that you are there. If you will not be attending a class, or miss a class, you must send me an email with the reason for your absence.

There are four ways to get dropped from this class:

1. If you don't show up for the first class (unless you have notified me beforehand by email), per the standard De Anza policy.
2. If you miss three classes or more by the last class of the third week.
3. If I mark you absent two or more class periods in a row prior to the final drop date and I have not received an email from you explaining either of these absences.
4. If you miss the midterm and do not contact me within two days to schedule a late midterm, or if you do not show up for your late midterm appointment.

• **Reading assignments:** Completion of the reading assignments is essential for building your foundation of business knowledge, for fully engaging in classroom discussions, and for successful performance on the examinations.

• **Access to the Internet:** Access to the Internet is required for this class, because the online assignments are required. You can use your own home computer for Internet access; or, you can use the computers in the Library West Computer Lab. The Library West Computer Lab is located downstairs in (the basement of) the Learning Center West (LCW) building.

• **Online assignments:** The online assignments – which may be quizzes, case studies or other written assignment -- are due weekly, at end of day on Sundays, and are required. There is at least one online assignment per chapter of the textbook. They are open book, open note, but you are strictly forbidden to take them in groups, assist other students in taking them, or solicit the assistance of other students in taking them. Please carefully review the daily lesson plan at the end of this syllabus (also known as the green sheet) for the online assignment due dates, because they cannot be taken late. If you miss the deadline for an online assignment for a given week, you can submit it up to one week late but your grade will be your score times 0.90.

The links to the online assignments will be communicated to you in the week prior to the Sunday on which they are due.

• **Examinations:** There will be two required in-class exams. Both exams are closed-book, closed-note. If you know you will be absent on the day of an exam, please make arrangements with me to take the exam early, before the rest of the class. That way, you will not be assessed a lateness penalty. You will be assessed a lateness penalty for any exams you take after the rest of the class for any reason. A student who completes an exam after the rest of the class will receive a grade calculated as their score times 0.90. If you miss an exam, please contact me as soon as possible to schedule a makeup exam, and in no event more than two days after the scheduled exam date. Note that the time slots available for makeup exams are limited. Students who miss their appointment without notifying me will be dropped from the course.

• **Small Group Exercises:** We will be doing small group exercises **at most class meetings**. These can be done individually or in groups of at most two students. If you miss one of these assignments, you can submit it up to one week later, but your grade will be your score times 0.90. If you make a practice of submitting these assignments late on a regular basis, without a satisfactory reason, your right to submit any further late assignments may be revoked.

• **Class participation:** Class participation is essential to the learning process -- if you don't actively engage by talking about with what you're learning, your ability to understand it and retain it just won't be nearly as good. You need to actively take part in the small group exercise discussions as well as class discussions in general. Class participation is part of your grade.

***Exam Re-takes:***

• A student who receives a D+ or below on the Midterm (69% or below) can re-take that exam by contacting me to request it. A student who completes an exam re-take will receive the higher of their original score or their re-take score times 0.95.

***Some of the Other Resources Available to Help You Succeed in This Class:***

• There are multiple copies of the Nickels textbook on reserve at the De Anza Library.

• Students who believe they might have a learning disability are encouraged to make arrangements with the Disabled Student Services department at (408) 864-8753 for extra time on exams. **Note that you must contact them within the first two weeks of classes** or they will generally not accommodate your request to be assessed for learning disabilities. If you have already been assessed by them in a previous quarter, then I believe you can contact them later in the quarter and receive services.

• There are many useful business podcasts available online, and I think you will find them to be a good way to add to the general business knowledge that you gain from lectures and textbook readings. Listening to them can be both enlightening and a good way to pass the time while you're working out or commuting! See the list of a few of these podcasts in a separate section below.

***Grading Policy:***

Each student's course grade will be calculated as a weighted average of four grade components. The tentative weights are shown below. The split between the Midterm and Final may change, depending how many chapters we get through this quarter.

|  |  |
| --- | --- |
| ***Course Element*** | ***Tentative Weight*** |
| Class participation | 5% |
| Online quizzes and in-class Small Group Exercises | 30% |
| Midterm | 30% |
| Final exam | 35% |
| TOTAL | 100% |

Letter grades will be assigned to students based on their total course grade.

|  |  |
| --- | --- |
| ***Weighted average course grade*** | ***Letter Grade*** |
| 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 |

***Last Date to Drop is Strictly Enforced:***

If you do not want to continue in the class, be sure to use the MyPortal system to drop the class by the final drop date – see the De Anza academic calendar -- otherwise you will be stuck in the class. State law forbids me from dropping you after that date 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, or being hospitalized, or needing to attend the Academy Awards ceremony to pick up an Oscar. Less critical circumstances generally do not qualify for an incomplete.

***Contacting the instructor:***

Office hours: Mondays and Wednesdays, 11:15 AM – 12:15 PM. Other times by appointment.   
Office location: Baldwin Winery Building, P-T Faculty Offices   
Telephone: (408) 393-6182   
Email: smithgordon@fhda.edu   
Website: http://www.deanza.edu/faculty/smithgordon/

***Useful Podcasts for Your Business General Knowledge:***

* **Planet Money:** http://www.npr.org/sections/money/127413729/podcast/ -- This podcast is more about economics than business, but it's often hard to separate the two anyway. Interesting recent episodes cover topics such as the TPP trade agreement, the Great Inflation of the 1970's, and using markets to allocate food to food banks. The show is a lot of fun and almost always stimulating. It’s my personal favorite.
* **Small Business Unstuck:** http://www.blogtalkradio.com/smallbusinessunstuck -- "This is a business radio show where we talk about all the craziness of small business."
* **Smart Companies Radio:** https://ithinkbigger.com/radio/smart-companies-with-host-kelly-scanlon-friday-11-a-m/ -- "Always offers listeners something they can take away from each show and act on immediately to improve their business."
* **Accelerate Your Business Growth:** http://www.blogtalkradio.com/dhelbig -- "This show is designed to help small business owners, salespeople, and aspiring entrepreneurs with the various aspects of business success."
* **The Influencer Economy:** http://www.influencereconomy.com/ -- "Interviews with some of the biggest leaders in the world of online influence and social media. His audience is a mix of media and marketing professionals, startup workers, small business owners, and fans of the show’s guests."

***Daily Lesson Plan and Important Deadline Dates:***

|  |  |  |  |
| --- | --- | --- | --- |
| ***Lecture #*** | ***Date*** | ***Reading Assignment / Deadlines*** | ***What's happening that day*** |
|  |  |  |  |
| 1 | 1/9/16 | First half of Chap 1 | 1st class of winter quarter |
| 2 | 1/11/16 | Rest of Chap 1 |  |
|  | 1/15/16 | *Sunday Quiz deadline 11:55pm* | Chap 1 online assignment |
|  | 1/16/16 |  | MLK Day – no class |
| 3 | 1/18/16 | 1st half of Chap 2 |  |
| 4 | 1/20/16 | 2nd half of Chap 2 |  |
|  | 1/21/16 | Last day to add quarter-length classes. | Last day to add quarter-length classes. |
|  | 1/22/16 | *Sunday Quiz deadline 11:55pm* | Chap 2 online assignment Last day to drop class with full credit/refund and no record of grade |
| 5 | 1/23/16 | 1st half of Chap 3 |  |
| 6 | 1/25/16 | 2nd half of Chap 3 |  |
|  | 1/29/16 | *Sunday Quiz deadline 11:55pm* | Chap 3 online assignment |
|  |  |  |  |
| 7 | 1/30/16 | All of Chap 4 |  |
| 8 | 2/1/16 | 1st half of Chap 5 |  |
|  | 1/31/16 | *Sunday Quiz deadline 11:55pm* | Chap 4 online assignment |
| 9 | 2/3/16 | 2nd half of Chap 5 |  |
|  | 2/5/16 | *Sunday Quiz deadline 11:55pm* | Chap 5 online assignment |
| 10 | 2/6/16 | All of Chap 6 |  |
| 11 | 2/8/16 | All of Chap 7 |  |
|  | 2/12/16 | *Sunday Quiz deadline 11:55pm* | Chap 6-7 online assignment |
|  | 2/13/16 | 1st half of Chap 8 |  |
|  | 2/15/16 | **MID-TERM** | **Mid-term exam covering Chaps 1-7** |
|  | 2/19/16 | *Sunday Quiz deadline 11:55pm* | No assignment |
|  | 2/20/16 | **No class -- Presidents Day (college closed)** |  |
| 12 | 2/22/16 | 2nd half of Chap 8 |  |
|  | 2/26/16 | *Sunday Quiz deadline 11:55pm* | Chap 8 online assignment |
| 14 | 2/27/16 | All of Chap 9 |  |
| 15 | 3/1/16 | All of Chap 10 |  |
|  | 3/5/16 | *Sunday Quiz deadline 11:55pm* | Chap 9-10 online assignment |
| 16 | 3/6/16 | 1st half of Chap 13 |  |
| 17 | 3/8/16 | 2nd half of Chap 13 |  |
|  | 3/12/16 | *Sunday Quiz deadline 11:55pm* | Chap 13 online assignment |
| 18 | 3/13/16 | All of Chap 14 |  |
| 19 | 3/15/16 | All of Chap 15 |  |
|  | 3/19/16 | *Sunday Quiz deadline 11:55pm* | Chap 14-15 online assignment |
| 20 | 3/25-31/16 | **FINAL EXAM WEEK (Date of BUS 10 exam TBD)** | **FINAL EXAM covering Chaps 8-10 and 13-15 and all related lectures** |

***Academic Integrity Policy:***

Don't cheat. It's not ethical, and it shortchanges both you and everyone else in the class. Students who cheat on an exam or online quiz, or help another person cheat on an exam or online quiz will immediately receive a failing grade on any and all assignments the instructor has reason to believe they likely cheated on, and their names will be reported to the Dean of Student Affairs of De Anza College for possible further disciplinary action, up to and including suspension of the student from the College and forfeiture of any academic credits earned by the student at this institution.