

DE ANZA COLLEGE
BUSINESS/COMPUTER SYSTEMS DIVISION
BUSINESS 10 – INTRODUCTION TO BUSINESS WINTER 2016 – D010.10
INSTRUCTOR: GORDON SMITH

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, though mainly marketing-focused. You should expect to achieve, at a minimum, the Student Learning Outcomes listed immediately below. I will also give you a sense of what you really need to know to succeed in business -- and 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 actual business cases, so that your knowledge is grounded as solidly as possible in experience. I strongly encourage you to actively participate in class discussions, whether with the class as a whole or in small groups.

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, **9th edition**, Nickels, McHugh & McHugh Irwin / McGraw Hill. (ISBN 978-0-07-351170-2).
- Alternate textbook: Understanding Business, Paperback International Edition, Nickels, McHugh & McHugh (ISBN 978-0-07-131410-7)
- 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, because 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 called every day at the beginning of class. If you are late to class, come see me either at the break during class, or at the end of class, and 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, per standard De Anza policy.
2. If you miss three classes or more by the last class the third week (January 20, 2016).
3. If I mark you absent two or more class periods in a row prior to February 26 and I have not received an email from you explaining either of these absences.
4. And finally, 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 quizzes 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 quizzes:** The online quizzes are due weekly, at end of day Sundays, and are required. There is at least one quiz 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 quiz due dates, because they cannot be taken late. If you miss the online quiz or quizzes for a given week, you can make up the points only by completing makeup homework on a timely basis before Wednesday of the following week -- see me at the end of class or email me for details on makeup homework.

The links to the online quizzes will be emailed to you in the week prior to the Sunday on which they are due -- you will have at least 72 hours to complete the quiz.

- **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. Lateness penalties are assessed at a rate of 5 percentage points per full or partial week later than the rest of the class that you take an exam. 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. I expect all students who miss the Midterm to contact me within two days of missing it and to be on time for their makeup exam appointment. 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 almost all class meetings. These can be done individually or in groups of at most two students, but they can only be completed in class on the day they are scheduled. If you miss a class or part of a class, you will not be permitted to do the small group exercises that you missed. Instead, at my option, you may have the opportunity to make up any points you missed by doing makeup homework.

Exam Re-takes:

- A student who receives a D+ or below on the Midterm (69% or below) can re-take that exam. Exam re-takes are taken in the hallway of my office building by appointment. 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. Twelve of them are available to be checked out for a week at a time and the last three can only be checked out for two hours at a time with no overnight checkout. The temporary location for our library is the second floor of the Learning Center West (LCW) building.
- 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 three 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. If we get through exactly 13 chapters as planned, the weights will be as follows:

<i>Course Element</i>	<i>Tentative Weight</i>
Online quizzes and In-class Small Group Exercises	30%
Midterm	35%
Final exam	35%
TOTAL	100%

Letter grades will be assigned to students based on their total course grade, which is calculated as a weighted average of the three course elements above.

<i>Weighted average course grade</i>	<i>Letter Grade</i>
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

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.

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 Feb. 26, otherwise you will be stuck in the class. State law forbids me from dropping you after Feb. 26 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. Less dire circumstances generally do not qualify for an incomplete.

Contacting the instructor:

Office hours: Mondays and Thursdays 2:15-3:00pm. 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:

- 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:

<i>Lecture #</i>	<i>Date</i>	<i>Reading Assignment / Deadlines</i>	<i>What's happening that day</i>
1	1/4/16	First 7 pages of Chap 1	
2	1/6/16	Rest of Chap 1	
	1/10/16	<i>Sunday Quiz deadline 11:55pm</i>	Chap 1 online quizzes
3	1/11/16	1st half of Chap 2	
4	1/13/16	2nd half of Chap 2	
	1/16/16	Last day to add quarter-length classes.	Last day to add quarter-length classes.
	1/17/16	<i>Sunday Quiz deadline 11:55pm</i>	Chap 2 online quizzes

	1/18/16	No class -- MLK day (college closed); Last day to drop with no record	Last day to drop with no record
5	1/20/16	1st half of Chap 3	
	1/24/16	<i>Sunday Quiz deadline 11:55pm</i>	Chap 3 online quizzes
6	1/25/16	2nd half of Chap 3	
7	1/27/16	All of Chap 4	
	1/29/16	Last day to request pass/no pass grade.	Last day to request pass/no pass grade.
	1/31/16	<i>Sunday Quiz deadline 11:55pm</i>	Chap 4 online quizzes
8	2/1/16	1st half of Chap 5	
9	2/3/16	2nd half of Chap 5	
	2/7/16	<i>Sunday Quiz deadline 11:55pm</i>	Chap 5 online quizzes
10	2/8/16	All of Chap 6	
11	2/10/16	All of Chap 7	
	2/14/16	<i>Sunday Quiz deadline 11:55pm</i>	Chap 6-7 online quizzes
	2/15/16	No class -- Presidents Day (college closed)	
	2/17/16	MID-TERM	Mid-term exam covering Chaps 1-7 and related lectures
	2/21/16	<i>Sunday Quiz deadline 11:55pm</i>	No quizzes
12	2/22/16	1st half of Chap 8	
13	2/24/16	2nd half of Chap 8	
	2/26/16	Last day to drop with a "W."	Last day to drop with a "W."
	2/28/16	<i>Sunday Quiz deadline 11:55pm</i>	Chap 8 online quizzes
14	2/29/16	All of Chap 9	
15	3/2/16	All of Chap 10	
	3/6/16	<i>Sunday Quiz deadline 11:55pm</i>	Chap 9-10 online quizzes
16	3/7/16	1st half of Chap 13	
17	3/9/16	2nd half of Chap 13	
	3/13/16	<i>Sunday Quiz deadline 11:55pm</i>	Chap 13 online quizzes
18	3/14/16	All of Chap 14	
19	3/16/16	All of Chap 15	

	3/20/16	<i>Sunday Quiz deadline 11:55pm</i>	Chap 14-15 online quizzes
20	3/21/16	FINAL EXAM	FINAL EXAM covering Chaps 8-10 and 13-15 and all related lectures