

DE ANZA COLLEGE
BUSINESS/COMPUTER SYSTEMS DIVISION
BUSINESS 10 - INTRODUCTION TO BUSINESS
FALL 2015 – SECTION 2
INSTRUCTOR: BYRON LILLY

Course Objectives: 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).
- **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:

- **Attendance:** Class meets twice a week, and attendance is required. Attendance will be called every day at the beginning of class. If you are late to class, come see me either at the ten minute break (midway point) or at the end of class and let me know that you are there. I will ask you what time you arrived. If you have to leave class **early**, please send me an email telling me what time you left the classroom. If you will not be attending a class, or miss a class, *you must* send me an email with the reason for your absence – otherwise you run the risk of being dropped from the class.

There are four ways to get dropped from this class. Three of the four are based on attendance. Please read these very carefully and make sure you remain in compliance with them, because if I drop you after the start of the third week, *you will not be able to add back this quarter!*

1. If I mark you absent 2 or more class periods in a row prior to Nov. 13 and have not received an email from you explaining either of these absences, I will drop you.
 2. If you miss three classes or more before the end of the third week (Oct. 9, 2015), I will drop you.
 3. Beginning at the start of the 4th week (Oct. 12, 2015) and ending Nov. 13, if your attendance falls below 70% *and* your current grade in the class is a D+ or lower, I will drop you.
 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*, I will drop you.
- **Reading assignments:** Completion of the reading assignments is essential 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, if you prefer, 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, and are required. 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. If you do any of these three things, you have **cheated**. Please see the **Academic Integrity Policy** section of this document for information about the possible consequences of cheating in this class. Please carefully review the daily lesson plan at the end of this green sheet for the online quiz due dates, because they cannot be taken late. If you miss a set of online quizzes, you can make up the points only by completing makeup homework on a timely basis. The online quizzes are located in De Anza's **Catalyst** system. There is no cost to access the materials in this system, but you must be currently registered in the course on MyPortal in order to have access. There is a one day delay between using an add code in MyPortal and obtaining access to our course website in Catalyst.
- **Examinations:** There will be **two** required **in-class exams**. Neither will be dropped. 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 treat their makeup exam appointment like they would a **job interview**. In other words, I expect them to make a **supreme effort** to remember their appointment, be on time for their appointment, and notify me on a timely basis if they cannot attend their 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 each class meeting. 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, you will 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.

Makeup Homework:

Any points the student earns on makeup homework assignments will be added to the points earned on the online quizzes in Catalyst and the small group exercises. However, each student's online quiz/small group exercise grade will be capped at (not be permitted to exceed) 100%. Also, the most a student's online quiz/small group exercise grade can raise their course grade shall be 3 percentage points, and the most it can lower their course grade shall be 4 percentage points. Most of the makeup homework assignments are found in the last (bottom-most) assignment group in Catalyst, "Makeup Homework Assignments." The only exception is the Prologue Lecture Quiz.

- **Prologue Lecture Quiz** – The Prologue lecture and lecture quiz are each student's first opportunity to earn some makeup homework points. You can earn up to 9 points by completing

them, but only if you do so by the deadline, which is 11:55PM Sunday, September 27, 2015.

- **All Other Makeup Homework Assignments** – The other makeup homework assignments have various point values. See the individual assignment descriptions in the last (bottom-most) assignment group in Catalyst for details.

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

- There are 15 copies of the 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 3 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.

Grading Policy:

Each student's course grade will be calculated as a **weighted average** of 3 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 11 chapters as planned, the weights will be as follows:

<i>Component</i>	<i>Tentative Weights</i>
Online quizzes/In-class Small Group Exercises	30%
Midterm	45%
Final	25%
<i>Total</i>	100%

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

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

Academic Integrity Policy:

Students who cheat on an exam or Catalyst quiz, or help another person cheat on an exam or Catalyst 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 Nov. 13, otherwise *you will be stuck in the class*. ***State law forbids me from dropping you after Nov. 13 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.

Useful Websites:

1. General website for this course: <http://www.deanza.edu/faculty/lillybyron/b10oncampus.html>
2. De Anza's Catalyst system, where you will take the required weekly online quizzes, can be found at: <https://catalyst.deanza.edu>. For information on how to log in to the Catalyst system for the first time, see <http://www.deanza.edu/distance/firsttimehome.html>.
3. (Optional) You will find some useful (although entirely optional) online quizzes at the website that goes with the **ninth edition** of your textbook: http://highered.mcgraw-hill.com/sites/0073511706/student_view0/index.html.

Important dates to remember:

Monday, September 21 – First day you can begin work on the course material in Catalyst.

Sunday, September 27 – The Prologue Lecture makeup points quiz, and all 10 of the required chapter 1 quizzes are due by 11:55PM. *Quizzes cannot be taken late.* Missed points can be replaced by makeup assignment points.

Saturday, October 3 – In theory, the last day you can use your add code to add this class; *but you shouldn't wait that long, because you will not have access to any of the course material in Catalyst until the day after you add the class in MyPortal!*

Sunday, October 4 – The eight required chapter 2 quizzes are due by 11:55PM on this date. Also, this is the last day to drop this class with no grade of record. Please see the Daily Lesson Plan below for the remaining online quiz due dates.

Friday, October 16 – Last day to request a Pass/No Pass grade at the Admissions and Records department. Warning: You will not be able to convert your Pass to a letter grade later.

Monday, November 2 – **Midterm Exam: Chapters 1 through 7**

Monday, November 9 – **No class meeting (Veteran's Day)**

Friday, November 13 – **Last day to drop with a "W"** (This is a **very important due date**. This is your

last possible opportunity to drop the class. Requests to drop after this date will not be successful, regardless of the reason for the request.)

Monday, December 7 – 9:15-11:15AM Final Exam: Chapters 8, 9, 10, and 13

Contacting the instructor:

Office hours: M-Th 12:30-1:30PM. Other times by appointment.

Office location: Room F41F, Building F4

Telephone: (408) 864-8431

Email: lillybyron@fhda.edu

Website: <http://www.deanza.edu/faculty/lillybyron/>

Business 10 - Fall 2015

Daily Lesson Plan

		Yellow = In-Class Exams
		Green = Catalyst Quizzes
		Orange = Catalyst Quizzes on a weird day
Date	Reading Assignment/Day of Week	What's going on that day
9/21/2015	The Green sheet + the first 7 pages of chapter 1	
9/23/2015	The rest of chapter 1	
9/27/2015	First Sunday (by 11:55PM)	Last chance to take the chapter 1 Catalyst quizzes (10 quizzes) Note: The Prologue Lecture quiz is optional extra credit; but if you're going to do it, you have to do it by this day also.
9/28/2015	First half of chapter 2	
9/30/2015	Remainder of chapter 2	
10/4/2015	Second Sunday	Last chance to take the chapter 2 Catalyst quizzes
10/5/2015	First half of chapter 3	
10/7/2015	Remainder of chapter 3	
10/11/2015	Third Sunday	Last chance to take the chapter 3 Catalyst quizzes
10/12/2015	All of chapter 4	
10/14/2015	First half of chapter 5	
10/18/2015	Fourth Sunday	Last chance to take the chapter 4 Catalyst quizzes
10/19/2015	Remainder of chapter 5	
10/21/2015	All of chapter 6	
10/25/2015	Fifth Sunday	Last chance to take the chapter 5 and 6 Catalyst quizzes
10/26/2015	All of chapter 7	
10/28/2015	Catch-up day	
11/1/2015	Sixth Sunday	Last chance to take chapter 7 Catalyst quizzes
11/2/2015	Seventh Monday	Midterm Examination: Ch. 1-7 and the assoc. lectures
11/4/2015	First half of chapter 8	
11/8/2015	Seventh Sunday	no quizzes due
11/9/2015	no class meeting	Veteran's Day
11/11/2015	Remainder of chapter 8	
11/15/2015	Eighth Sunday	Last chance to take chapter 8 Catalyst quizzes
11/16/2015	First half of chapter 9	
11/18/2015	Remainder of chapter 9	
11/22/2015	Ninth Sunday	Last chance to take chapter 9 Catalyst quizzes
11/23/2015	First half of chapter 10	
11/25/2015	Remainder of chapter 10	
11/29/2015	Tenth Sunday	Last chance to take chapter 10 Catalyst quizzes

11/30/2015	First half of chapter 13	
12/2/2015	Remainder of chapter 13	
12/6/2015	Eleventh Sunday	Last chance to take chapter 13 Catalyst quizzes
12/7/2015	Twelfth Monday	9:15AM-11:15AM Final Exam (Ch. 8-10 + 13 + lectures)