

**DE ANZA COLLEGE BUSINESS DEPARTMENT**  
**INTRODUCTION TO BUSINESS ONLINE**  
**BUSINESS 10 SECTIONS 62Z and 66Z - FALL 2015**  
**INSTRUCTOR: BYRON LILLY**

**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, 9<sup>th</sup> 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)

***Course Requirements:***

- **Access to the Internet/Getting Started:** Access to the Internet is required for this class. This class is offered through De Anza's standard distance learning system, **Catalyst**. The entry point for the course website is <http://catalyst.deanza.edu>. Instructions for logging into the Catalyst system, if you have never used it before, can be found at <http://www.deanza.edu/distance/firsttimehome.html>. However, the course website will not be accessible until the first day of classes, which is September 21, 2015.
- **Orientation videos:** You will find a collection of orientation videos inside the course website in Catalyst, near the top of the page, grouped under the heading "Course Syllabus and Orientation Videos." It is **very important** that you watch these videos **as soon as possible**. They will explain how to earn points in the class, both in Catalyst and in the optional "LearnSmart" tool. They will also explain how to sign up for LearnSmart, which is tricky. *Do not attempt to sign up for LearnSmart without watching the applicable orientation video first!*
- **Required Reading, Online Lectures, and Online Quizzes:** The reading assignments in the textbook, the online lectures, and the online *quizzes* associated with each of the 14 assigned chapters are the "main events" in this course. This is where the course material will be delivered to you, and where you will earn 80% of your grade in the class. You will earn the remaining 20% by taking the **required online final exam** during the last week of the quarter. The Prologue quiz plus all of the chapter 1 quizzes (a total of 11 quizzes) are due by 11:55PM Sunday, September 27, 2015, and they cannot be taken late. It is therefore **important that you obtain a copy of the textbook right away**. The remaining chapters (2 through 16, excluding 11 and 12) are due in 5 to 6 day intervals, one chapter at a time. If you miss the deadline for a set of online quizzes associated with a numbered chapter, you can recover up to 95% of the points you missed by completing a set of questions in a tool called "LearnSmart." There is no way to make up the 9 points possible on the Prologue Lecture quiz if you miss it.
- **Attendance:** The attendance requirement for this class is that you must earn at least 170 points in the class by the end of week 2 (Sunday, October 4) and at least 440 points by the end of week 5 (Sunday, October 25). **Students who do not meet these point thresholds will be dropped from the course for inadequate attendance.**

- **Final Examination:** This class has a required **online final examination** worth 20% of the course grade. The final exam can be started anytime from 6AM Monday, December 7 to 9:15AM Thursday, December 10. Once you start the final exam, you will have 4.5 hours to finish it and must finish it in a single “sitting” or “session.” You cannot “bank” any remaining time and come back and work on it later. You will be required to agree to an “Integrity Promise” when you start the final exam. Read it carefully. You will be strictly held to its provisions.

### ***Strongly Recommended:***

- \* **Online Orientation:** It is strongly recommended that you print and carefully read at least the first page of the online orientation by **Monday, September 27, 2015**. To find this first page, go to <http://www.deanza.edu/distance>, click the link "Online Orientation" within the "Fall 2015 links" group, then click *either* the link for "BUS -D010.-62Z with Byron Lilly" *or* "BUS - D010.-66Z with Byron Lilly". Either of these links will bring you to the same online orientation.

### ***LearnSmart:***

- LearnSmart is a separate, optional website that costs \$35 to use for the quarter. It is not required, but it is the only way to recapture points lost for quizzes you did not take by the due date. If you miss a set of online quizzes (one chapter’s worth) but complete 100% of the questions in the corresponding chapter module in LearnSmart, you will receive 95% of the points possible on that set of chapter quizzes. Unfortunately, there is no way to make up for a single missed quiz. Through LearnSmart, I am providing you an opportunity to get a higher score for an entire *chapter’s worth* of quizzes. If you take all or most of the quizzes in a chapter and earn less than 95% of the points possible on those quizzes, you may also use LearnSmart to raise your grade on that chapter up to 95%. **Warning: Do not attempt to sign up for LearnSmart without watching the applicable orientation video first!** LearnSmart is tricky to sign up for, and *if you don’t do it correctly, you will receive no credit* for your work in LearnSmart unless and until you get McGraw-Hill customer support to fix it for you. The **sign-up code** for Fall 2015 is “mrlilly9”.

### ***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 the Library West Computer Lab. The Library West Computer Lab is located downstairs in (the basement of) the Learning Center West (LCW) building.
- \* **Last date to drop with a W:** If you meet both of the attendance thresholds described above under “Course Requirements: Attendance,” you are solely responsible for dropping the course by Friday, November 13, 2015 if for any reason *you do not want to continue* in the course. **Late drops** (drops attempted after November 13, 2015) **will not be permitted.**

### ***Grading Policy:***

There are 2,603 points possible in the course. Each student's course grade will be determined by the total number of points earned by that student in the class during the current quarter.

<b>Total Points Earned</b>	<b>Course Grade</b>
2,564-2,603 (99-100%)	A+

<b>Total Points Earned</b>	<b>Course Grade</b>
2,382-2,563 (92-98%)	A
2,330-2,381 (90-91%)	A-
2,278-2,329 (88-89%)	B+
2,122-2,277 (82-87%)	B
2,070-2,121 (80-81%)	B-
2,018-2,069 (78-79%)	C+
1,809-2,017 (70-77%)	C
1,731-1,808 (67-69%)	D+
1,497-1,730 (58-66%)	D
1,419-1,496 (55%-57%)	D-
Less than 1,419 (<55%)	F

### ***Grade Reporting:***

If you do not complete any work in LearnSmart, your total points earned will be found at the bottom of the grade report that is “built into” the course website in Catalyst. However, points earned in LearnSmart will never be found in the course website in Catalyst, nor will they be found in LearnSmart. I will be maintaining a record of those points in an Excel-based gradebook. This gradebook is not Internet accessible, but I will be reporting the information it contains to you on a weekly basis via an Adobe Acrobat file that I call the “Weekly Grades Report.”

### ***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** 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 from De Anza College for a period of up to three years.

### ***Websites you will need:***

The **course website** at: <https://catalyst.deanza.edu>

### ***Optional Websites:***

**McGraw-Hill Connect Online Learning Center:** The authors of the textbook maintain this website, which contains some free 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). 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 available on this website. They will not be worth it in my opinion.

**LearnSmart:** The entry point for the optional **LearnSmart** website, which you can use to *partially* make up for most missed sets of online quizzes (earning up to 95% credit for all chapters except the Prologue) is

<http://www.mhlearnsmart.com/flow/flowswf.html?name=learnsmart&product=111000&isbn=0077778642>

***Important dates*** (all dates are in 2015):

**Monday, September 21** – Recommended date by which you should complete the online orientation and buy the textbook. Also: the earliest date you can begin work on the course material.

**Sunday, September 27** – The Prologue Lecture quiz, and all 10 of the chapter 1 quizzes are due by 11:55PM. Quizzes cannot be taken late; but if you miss them, you can make up 95% of the points in LearnSmart for all chapters except the Prologue.

**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 until the day after you add the class!* Also, the eight chapter 2 quizzes are due by 11:55PM on this date.

**Sunday, October 4** – **Be sure to earn at least 170 points** in the course by this date. Otherwise I will drop you for inadequate attendance. Also, this is the last day to drop for a full refund or credit and the last day to drop with no grade of record.

**Friday, October 9** – The eight chapter 3 quizzes are due by 11:55PM.

**Thursday, October 15** – The seven chapter 4 quizzes are due by 11:55PM

**Friday, October 16** – Last day to request a Pass/No Pass grade at the Admissions and Records department

**Wednesday, October 21** – The chapter 5 quizzes are due by 11:55PM

**Sunday, October 25** - **Be sure to earn at least 440 points** in the course by this date. Otherwise I will drop you for inadequate attendance.

**Tuesday, October 27** – The chapter 6 quizzes are due by 11:55PM.

**Sunday, November 1** – The chapter 7 quizzes are due by 11:55PM.

**Friday, November 6** – The chapter 8 quizzes are due by 11:55PM.

**Wednesday, November 11** – The chapter 9 quizzes are due by 11:55PM.

**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, November 16** – The chapter 10 quizzes are due by 11:55PM.

**Saturday, November 21** – The chapter 13 quizzes are due by 11:55PM.

**Thursday, November 26** – The chapter 14 quizzes are due by 11:55PM.

**Monday, November 30** – The practice final exam becomes available at 1:00AM.

**Tuesday, December 1** – The chapter 15 quizzes are due by 11:55PM.

**Sunday, December 6** – The chapter 16 quizzes are due by 11:55PM.

**Monday, December 7** – The (real) online final exam becomes available at 6:00AM.

**Thursday, December 10** – 9:15AM is the last “safe” moment to begin the required online final exam (and get the full 4.5 hours to complete it.) All attempts in progress of the final exam will be shut off promptly at 1:45PM on this day. Also, midnight on this day is the deadline for completing any LearnSmart work.

***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](mailto:lillybyron@fhda.edu)

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