

Introduction to Business Course Syllabus

Bus 10 Hybrid Section 03Y

12 Week Format - Winter 2025

5 units - Michele Fritz

Quick Contact Information

Type	Details
Classes Meet:	Section 03Y meets 10:30 am to 11:45 am on Tuesdays and Thursdays in ADM 102.
Office Hours:	Mondays 1:00-2:40pm by Zoom; (Enter the waiting room at the scheduled time using this link: https://fhda-edu.zoom.us/my/mfritz .) Tuesdays & Thursdays 9:25-10:15 AM on campus in F-51J in building F-5.
Email Address:	Please email me using the Canvas Inbox. This is the email I check most frequently. Before or after the quarter, use fritzmichele at fhda.edu (Please note that Michele has one "L".)
Telephone:	(408) 864-8615 (You can call me during my campus office hours, but please use email for urgent messages as I almost never check voicemail.)
Faculty Web Site:	http://www.deanza.edu/faculty/fritzmichele/ My web site contains resources for students.

Course Objectives:

Introduction to Business is a survey course which provides a broad overview of the environment, principles, and functions of business. Students will gain a firm foundation in business terminology and practices in industry. Throughout the course students will have the opportunity to learn more about different functional areas and industries to start career planning.

Student Learning Outcome Statements (SLO):

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

Communications:

Have a question? Please reach out!

- **Use the Canvas Mail system**, in the global navigation menu labeled "Inbox". I respond to email several times per day, Monday through Friday. If it is a weekend or a holiday, you will hear from me on the next business day.

- **Office hours:** Drop in Mondays on Zoom from 1-2:40 PM (Invite Link: <https://fhda-edu.zoom.us/my/mfritz>) or Tuesdays and Thursdays on campus from 9:25-10:15 AM in F-51J in building F-5. If you need to go over an exam, please make an appointment by email for a time during my office hours.
- **District Email:** fritzmichele@fhda.edu. Please include the course and the section in your email, because I teach many different courses. Canvas email (above) is a better choice if you are already registered in one of my classes.
- **Phone:** Don't leave messages for me on my office phone because I do not check it regularly.
- **Student Cafe:** If it is the weekend or evening and you have a general question that is not private, you can try posting to the **Student Cafe** discussion in Canvas. Maybe one of your classmates has the answer!

How will I communicate with you?

- **Announcements:** I will post announcements several times per week in our Canvas course, but always on Mondays. If you have notifications set correctly as described in **Module 1**, you should receive an email copy of these announcements. The two most recent announcements will also be posted at the top of the course home page. Announcements will cover upcoming deadlines, reminders and exams.
- **Canvas Mail:** I'll contact you through the email system in Canvas. You can access this feature by clicking on the "Inbox" icon in the left-hand global navigation menu. If you missed an assignment, you should expect to receive an email from me regarding your recovery options. I will also contact you if I think you need to come to office hours for a longer discussion.
- **In Class:** We will have discussions in class, I will lecture on important concepts for the week, and I will also use class time to provide feedback on case study assignments so that everyone has an opportunity to ask clarifying questions.

Required Materials:

- **Required Opensource E-book:** [Introduction to Business](#) by Openstax, 2018 [Digital ISBN: 978-1-947172-55-5]. Be happy! We are using a **free textbook** with supplementary articles and videos for this course. Log into **Canvas** and click on the textbook link to get a free account.
- **Required Paper Forms:** Form 882-E available in the campus bookstore. You need 2 of these teal colored forms for exams, along with a #2 pencil.
- **Photo ID:** You will need to show a government or school-issued photo ID to take our 2 exams. All registered students can get a De Anza ID in the lower level of the cafeteria building.
- **Technology:** You will need the following technology to complete the course in Canvas:
 - You will need a **computer** and **high speed access** to the Internet to access Canvas. [Technology](#) help is also available for students who need it.
 - You will need the [Acrobat Reader](#) or some other PDF viewing application.
 - You will need a **smartphone** to participate in class quizzes. Your first assignment will involve installing the **Canvas Student** app.

- You will need a **personal email address** in order to receive important course announcements. Before the course starts, you should receive an email welcome message from the instructor. If that does not occur, you may need to add your instructor's email address (fritzmichele@fhda.edu) to your email contacts to "whitelist" her.

Course Requirements:

- **Reading & Multimedia Materials:** Each week you will be assigned one to two chapters to read in the module which will be key to performing well in homework assignments. There will also be videos to watch to help you understand the reading. The posted lecture slides are a very helpful starting point for you to take notes in class.
- **Homework:** In order to be successful on exams, you will need to practice using these business concepts in homework. Homework assignments allow 3 attempts. You should check Canvas several times per week to ensure that you submit homework assignments on time to earn credit. **Each homework assignment has a grace period for late work. If you want to submit late work and the assignment is still open in Canvas, please just do it.**
- **Case Studies:** Periodically we will have a case study assignment which will allow you to apply what you have learned from the module. These give you an opportunity to use your new knowledge in a real-world or realistic situation. **Case studies will not be repeatable and late work will earn a 10% penalty.**
- **Attendance/Participation:** In order to be successful in business, you have to show up! This class has mandatory class sessions, and if you miss them you will miss out on the opportunity to take in-class quizzes (see next bullet). *If you are feeling ill, please stay home or wear a mask to class to avoid transmitting to others.*
- **In-class Quizzes:** Quizzes will sometimes be conducted in class as a measure of active participation. Some of these will be group quizzes and some will be individual. These quizzes will reinforce ideas from the lecture. Students are advised to take careful notes during the lecture, which they may use during the pop quizzes. There will be no makeup opportunities, but pop quizzes will be provided frequently enough that students who regularly attend class but miss a class due to an illness will not be affected.
- **Examinations:** There will be 2 closed book exams using Scantron forms to test your ability to apply the material you have learned. You will be able to use **handwritten** notes limited to one side of an 8.5" X11" sheet. Please follow the instructor's directions because academic integrity violations will be noted on your academic record. The schedule is:
 - **Midterm** covers assigned materials from Modules 1 to 5. It is scheduled for **week 6** of the course in **class**. (See Canvas for specific dates.)
 - **Final Exam** covers assigned materials from modules 6 through 11. **Final exam will be held:** Thursday March 27 at **9:15 AM** in **ADM 102**

Lesson Plan:

Date	Topics	Class Focus (Please see Canvas modules for specifics)
Week 1	Course Introduction; Economics	Chapters 1 & 15
Week 2	Starting a Business	Chapters 5 & 4
Week 3	Ethics and Intro to Marketing	Chapters 2 & 11

Week 4	Marketing Mix in Depth	Chapters 11 &12
Week 5	Product Development & Globalization	Chapters 11 & 3
Week 6	Human Resources	Midterm Exam ; Chapter 8
Week 7	Management	Chapters 6, 7 & 9
Week 8	Accounting	Chapter 14
Week 9	Operations	Chapter 10
Week 10	Finance & Administration	Chapter 16 & Appendix
Week 11	Information Technology	Chapter 13
Week 12	Final Exam Week	Final Exam

Grading:

Grade Scale (Grades will be entered in Canvas shortly after the due date.)	
<i>If Your Canvas Grade is</i>	<i>Resulting Grade</i>
97.5% and up	A+
92.5% but < 97.5%	A
89.5% but < 92.5%	A-
87.5% but < 89.5%	B+
82.5% but < 87.5%	B
79.5% but < 82.5%	B-
77.5% but < 79.5%	C+
69.5% but < 77.5%	C (C- grade does not exist)
67.5% but < 69.5%	D+
62.5% but < 67.5%	D
59.5% but < 62.5%	D-
< 59.5%	F

Dropping the Class:

Students who miss **any** assignments or classes in the first two weeks will be dropped per the college policy. The instructor reserves the right to drop students who have stopped attending (2 or more incomplete assignments). Those who need to withdraw are responsible for submitting their own transaction in the portal. Students who remain registered in the class will receive the grade earned

Academic Integrity:

Students who plagiarize, submit the work of others as their own, use Artificial Intelligence to write assignments, or cheat on exams will (at a minimum) receive a failing grade on that assignment and be reported to college authorities. Ignorance is not an acceptable excuse in a college classroom. If you are uncertain what behavior is acceptable, refer to the De Anza web site on [Academic Integrity](#).

Artificial Intelligence Policy: For this course, the use of generative artificial intelligence applications, such as ChatGPT, Bard, Jasper, Sudowrite, and Claude, is strictly prohibited.

Support:

<i>Type of Support</i>	<i>How to Obtain It</i>
Help with Concepts	Email me or drop in to my office hours.
Canvas Technical Support	Click the ? icon in the left hand column of your screen in Canvas. There is technical support available from 5:00 PM to 8:00 am PST, seven days per week. Call 1-844-592-2207.
Openstax Technical Support	If you are having trouble with the Openstax e-book, look here: https://openstax.secure.force.com/help
Disabled Students	All of the video materials in this multimedia course have close captioning. If you need a different type of accommodation, please let your instructor know at the start of the quarter. If you are registered with DSS and have accommodations set by a DSS counselor, please be sure that your instructor has received your accommodation letter from Clockwork early in the quarter to plan how the accommodations will be applied in the course.