

DE ANZA COLLEGE
BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION
BUSINESS 10 - INTRODUCTION TO BUSINESS

Spring 2017 – Section 4Y

CRN 00267

INSTRUCTOR: Emily Garbe, PhD

Welcome to Introduction to Business! This is a hybrid class where we will have face-to-face meetings two days a week plus online assignments and activities. We will cover the basics of businesses, so get ready for a fun and exciting quarter!

Please note that the instructor reserves the rights to modify this syllabus should the needs arise during the quarter.

Number of units: 5

Requisites:

Advisory: English Writing 211 and Reading 211 (or Language Arts 211), or English as a Second Language 272 and 273.

Course objectives:

By the end of the course, students are expected to:

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

Class information:

Class hours: **Monday/Wednesday 11:30am-1:20pm**

Class location: ADM102

Instructor contact information:

Office hours: M-R 10:30-11:20am (no appointments needed)

Office location: Room S in building F5

Canvas Messaging (best way to reach instructor)

The instructor will try to answer the messages within 48 business hours or likely much sooner.

Class website:

Look for the class site in De Anza Canvas <https://deanza.instructure.com/>

Required materials:

- Textbook: ***Understanding Business***, Nickels, McHugh & McHugh, Irwin / McGraw-Hill. 9th edition. No access code required.
- Test supplies: 4 **Green** Scantron Score Sheets (4" x 11") and #2 pencils. Scantron score

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sheets are available at the De Anza bookstore.

- A calculator with basic arithmetic functions (no need for a business calculator).

Several copies of the textbook are available in the De Anza library for students to borrow. In addition, a small, limited number of book vouchers are available to students who qualified. Students with financial aid please contact the financial aid office directly.

Course requirements:

- Attendance and class participation
- Online assignments and forum discussions
- Online chapter quizzes
- Tests and Final Exam
- In class group works

Class attendance and participation:

To avoid being dropped from this course for inadequate attendance and participation, student **must:**

1. Attend first day of class
2. Attend at least 2 classes by end of Week 2
3. Take all the tests
4. Earned at least 50 points from Weeks 1&2 online assignments and in-class group assignment by end of Week 2
5. Earned at least 250 points from Weeks 1 to 7 online assignments and in-class group assignments by end of Week 7.

Only valid reasons for late assignments, missing tests, or requesting an Incomplete for the course are major medical emergency/hospitalization, National Guard, or jury duty, all with official proofs. Based on the [De Anza Student Handbook](#), to request an incomplete on the transcript, a student must have completed at least 75% of the course assignments.

Assignments are available 2 weeks ahead of due dates and test dates are listed at the end of this syllabus, therefore please plan your time efficiently. Travel, work schedule, non-emergency/non-hospitalized illnesses, family matters, forgetting, work conflicts, and personal issues are not valid reasons for being not submitting the assignments or missing a test. However, **if a student wants or needs to drop the class, the student is solely responsible for dropping the course.**

See De Anza's policies and deadlines for attendance and drop/add/withdraw at <http://www.deanza.edu/policies/attendance.html> and <http://deanza.edu/calendar/> for confirmation of dates listed below.

4/23 Last day to drop with refund

6/2 Friday- Last day to withdraw

5/29 Monday - No school; Memorial Day

6/26 Monday - Final exam on 11:30am-1:30 pm in ADM102

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You must be officially registered in the class to attend classes and submit assignments. Attending classes and/or submitting assignments without official registration in the class are invalid and prohibited, and do not constitute registration in this class.

Access to a computer and the internet:

This is a hybrid class, which means part of the coursework will be conducted online, including online assignments, Canvas forum discussions, and online chapter quizzes. All assignments are posted on Canvas at <https://deanza.instructure.com>.

A computer is required for submitting your assignments. You may use your own computer for Internet access; or, if you prefer, you can use the computers in either the De Anza library or the Library West Computer Lab. Hand-written papers will not be accepted. Not having time to go to the library to use the computers or forgetting to do the assignments are not valid excuses for incomplete assignments. No late submissions will be accepted.

If you miss a class, please go to Canvas and download the lectures. Quizzes and projects must be typed on a computer and submitted no later than the due date. No late submissions will be accepted.

Computer Requirements:

Canvas supports the current and first previous major releases of the following browsers:

- **Internet Explorer** 11 and Edge (*Windows only*—please make sure your operating system is also current as noted in the [computer specifications](#) lesson; you may need to download the Windows 10 Anniversary Update to submit Canvas assignments)
- **Safari** 8 and 9 (*Macintosh only*)
- **Chrome** 52 and 53
- **Firefox** 47 and 48 ([Extended Releases](#) (Links to an external site.) are not supported)
- **Flash** 22 and 23 (used for recording or viewing audio/video and uploading files)
- **Respondus Lockdown Browser** (supporting the latest [system requirements](#) (Links to an external site.))

We highly recommend updating to the most current version of your preferred browser. Your browser will notify you if there is a new version available.

[Run the Computer Readiness Test](#) (Links to an external site.) to test your browser and see what plug-ins you might need.

De Anza technical help desk:

Do not contact the instructor for technical issues. There are technical specialists in De Anza to support you for technical questions and issues regarding Canvas and MyPortal.

Use of computers in class:

Please note that the use of a laptop, tablet or smartphone by a student is **NOT** permitted in class unless specified by the instructor for in-class group work. From time to time, there will be in-class assignments that require a laptop when the instructor will ask you to bring a laptop or

tablet. The instructor will provide several units to use in the classroom should you need one.

Online chapter quizzes:

All chapter quizzes must be completed by 11:59pm of the due date. These are open-book, open-notes assignments to be completed on Canvas. Make sure to hit “submit” to receive the grades for your assignments. Students are encouraged to work with their team members to discuss the questions and contact the instructor if need help. No late submissions will be accepted because the answers for the quizzes will be available once a quiz is closed. No late submission regardless of the reason for missing an assignment. Please do not ask the instructor to restart or extend a quiz for you. Once you start a quiz, you must complete it. There is no restart or pause on the timer. Please note that Canvas keeps a log of every screen you view and the time on a screen, plus each quiz question is on a new screen, as such it is impossible for you to complete a quiz without Canvas registering your work on an online quiz.

Tests and final exam:

There will be three in-class, closed-book, closed-notes tests plus the final exam during week 12.

Grading:

The grades will be based on the following distributions:

	Points required to get 100%
Online chapter quizzes	195 points (0.25 to 0.5 points per question)
Group assignments and online forums	100 points total
Test 1	120 points (3 points per question)
Test 2	135 points (3 points per question)
Test 3	150 points (3 points per question)
Final exam	300 points (3 points per question)
Extra credits: In class Q&A discussions	2 points each answered correctly
Total	1,000 points required to get 100%

- Letter grades will be assigned to students based on their total course grade, which is calculated as a sum of the grading components, as described above, divided by 1,000 points. The letter grade assignment table below will be used as the guideline.

Total points	Letter grade
970 or above	A+
930-969	A
900-929	A-
870-899	B+

830-869	B
800-829	B-
770-799	C+
700-769	C
670-699	D+
630-669	D
600-629	D-
599 or below	F

Accommodations:

Students with learning disabilities of any kind are encouraged to make arrangements with Disabled Student Services at <http://www.deanza.edu/dss/> for extra time on exams. Students who are unsure whether they have a learning disability are encouraged to contact Disability Support Programs & Services at <http://www.deanza.edu/dsps/> as soon as possible to determine eligibility. Please let the instructor know in the beginning of the quarter if you need accommodations.

Academic Integrity:

Students are expected to abide by the Student Conduct Rules as described in the Student Handbook at <http://www.deanza.edu/studenthandbook/academic-integrity.html>. For all assignments, tests, and final exam, **never copy any materials from another student, or from the Internet.** Any assignments with un-cited materials copied from the Internet, another De Anza student (current or prior students) or students from another college as determined will be viewed as plagiarism and will be immediately referred to De Anza's Dean of EOPS & Student Development for actions.

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Date	Topics and In-class Activities	Assignments (due 11:59pm Saturday except otherwise noted)
Week 1: Apr 10	Introduction Syllabus overview Chapter 1 – Business Environment	
Apr 12	Chapter 1 (cont'd) Chapter 17 – Accounting	Chapter 1 quiz
Week 2: Apr 17	Chapter 17 (cont'd) In class Apple financial worksheet	Print out Apple financial worksheet on Canvas and bring to class Individual Apple financial worksheet due in class
Apr 19	Chapter 18 – Financial Management	Chapter 17 quiz Chapter 18 quiz Study for Test 1
	Last day to drop Sunday 4/23	
Week 3: Apr 24	Chapter 13 - Marketing	Chapter 13 quiz
Apr 26	Test #1 (chapters 1, 17, 18)	Bring De Anza Photo ID, calculator, Scantron, #2 pencils
Week 4: May 1	Chapter 14 – Products & Pricing	Chapter 14 quiz
May 3	Chapter 15 – Distribution	Chapter 15 quiz
Week 5: May 8	Chapter 16 – Promotion	Bring laptop if you have one In class ads evaluation exercise due end of class Chapter 16 quiz
May 10	Chapter 9 – Operations	Chapter 9 quiz
Week 6: May 15	Chapter 7 – Leadership	Chapter 7 quiz
May 17	Test 2 (Chapters 13-16)	Bring De Anza photo ID, Scantron and #2 pencils
Week 7: May 22	Chapter 6 – Entrepreneurship In-class startup simulation	Chapter 6 quiz Bring laptop if you have one

		Group Venture PowerPoint due in class
May 24	Chapter 5 – Form Business	Chapter 5 quiz
Week 8: May 29	Memorial Day; no school	
May 31	Chapter 2 – Economics	Chapter 2 quiz
	6/2 Friday last day to withdraw	
Week 9: Jun 5	Chapter 3 – Global Market	Chapter 3 quiz DUE MONDAY
Jun 7	Test #3 (chapters 2, 3, 5, 6, 7, 9)	Bring De Anza Photo ID, Scantron and #2 pencils
Week 10: Jun 12	Chapter 10 – Motivations	Chapter 10 quiz
Jun 14	Chapter 11 – Human Resource Management	Chapter 11 quiz
Week 11: Jun 19	Chapter C – Risks and insurance	Chapter C quiz
Jun 21	Chapter 4 – Ethics & Social Responsibilities Review for final exam	Chapter 4 quiz
Week 12:		
Jun 26 (M)	Final Exam 11:30am-1:30 pm Chapters 1-7, 9-11, 13-18	Bring Scantron, De Anza Photo ID, calculator, and #2 pencils

* Laptops/tablets are not mandatory. Instructor will provide some units to share in the classroom for in-class group assignments.

** Please note that due dates may be modified during the quarter and will be announced in class and on Canvas.