

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

**Spring 2015 – Section 10Y**

**CRN 42275**

**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!

***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: Tuesday, Thursday 1:30 am -3:20 pm plus weekly online assignments to be completed.

Class location: MCC17

***Contact Information:***

Office hours: Monday, Wednesday 10:30 am - 11:20 am

Tuesday, Thursday 12:30 am – 1:20 pm, or by appointment

Office location: Room S in building F5

Catalyst Messaging (best way to reach instructor)

Email: garbeemily@deanza.edu

Twitter: @garbe\_deanza

The instructor will try to answer the messages within 2 business days.

***Class website:***

Look for the class site in De Anza Catalyst <https://catalyst.deanza.edu/>.

***Required Materials:***

- Textbook: *Understanding Business*, Nickels, McHugh & McHugh, Irwin / McGraw-Hill. 9<sup>th</sup> edition.
- Test supplies: 4 Green Scantron Score Sheets (4" x 11") and #2 pencils. Scantron score sheets are available at the De Anza bookstore.

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 financial aid students from the division office.

***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:***

The instructor is required to drop all no-show students on the first day unless you have contacted the instructor and made prior arrangements with valid excuses (e.g., major medical emergency, national guard, jury duty). In addition, the instructor will drop the students who are absent one or more weeks during the first two weeks of the class. The instructor may drop the students who are absent more than 4 classes during the quarter. 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 deadline for drop/add  
<http://www.deanza.edu/policies/attendance.html> and <http://deanza.edu/calendar/>.

4/6/15 First day of quarter

4/18/15 Last day to add

4.19/15 Last day to drop

4/29/15 Last day to withdraw with a "W"

5/25/15 No school; Memorial Day

6/24/15 Exam on Wednesday 1:45 a.m.-3:45 pm

Participation in class and timely completion of assignments are essential as learning in this class is built on top of the previous chapters. As such, for students who add the class with an add code, the record of assignment submissions and participation maintained by the instructor begins with the day the students are given the add code by the instructor. However, it is the sole

responsibility of the students to add the course officially with De Anza. In addition, students must be officially registered (either during the registration period or via add code during the add period) 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.

***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, Catalyst forum discussions, and online chapter quizzes. All assignments are posted on Catalyst at <https://catalyst.deanza.edu>. A computer is required for submitting your assignments and the research paper. 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 a valid excuses for incomplete assignments.

If you miss a class, please go to Catalyst 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.

Please use Firefox as the recommended and supported browser for Catalyst assignments, quizzes and exams. Google Chrome and other browsers have been reported to have problems with Catalyst features, such as not being able to submit a quiz/exam.

When the user name password dialog box appears on the screen, type in your user name and password. Your user name is your 8-digit De Anza College student ID, not your 9-digit social security number. Your password is your 8-digit birthdate using the format MMDDYYYY. For example, a student whose ID is 10001234 and birthdate is January 1, 1980, would log in as:

Username: 10001234

Password: 01011980

If you added the course, but do not have access to the course homepage 24 hours after adding the course, please email the instructor to be added to Catalyst course roster.

Do not contact the instructor for technical issues. There are technical specialists in De Anza to support you for technical questions and issues at <http://catalysthelp.deanza.edu/>.

***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. You are not required to have a laptop or tablet for in-class use.

***Online chapter quizzes:***

All chapter quizzes must be completed by 11:55pm of the due date. These are open-book, open-

notes assignments to be completed on Catalyst. Make sure to hit “submit” to receive the grades for your assignments. Students are encouraged to work with their industry group 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.

### ***Tests and Final Exam:***

There will be three in-class, closed-book, closed-note tests during weeks 3, 6 and 11, plus the final exam during week 12.

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 me know in the beginning of the quarter if you need accommodations.

### ***Market Competitive Assessment Paper:***

This is an individual paper where you will research and analyze a company’s marketing and products, competitive positions, and management team. The company must be a public U.S. company and traded on the U.S. stock markets (e.g., Disney, Google, Macy’s, etc.), with publicly available financial information and company descriptions. Sign up for a company during Week 4 in class. See Catalyst for project specifications and outlines for the paper.

### ***Turnitin.com:***

Turnitin.com is a website which checks billions of documents, both academic and non-academic, for sentences that were copied onto your paper. No grades will be given without submission to Turnitin.com. All papers ***must be in your own words***. If you must copy any sentences, charts, graphs, and tables copied from a website, you must cite in APA, Chicago, or MLA format.

If you do not have a Turnitin.com account, the instructor will set one up for you by the **third** week of class. Please make sure the email account you provided to De Anza is up to date. Once the instructor submits your email account to Turnitin.com, you will receive an email from the Turnitin website containing your personal password. It is your responsibility to remember that password, as Turnitin.com does not provide your password to the instructor. If you already have an account with Turnitin.com from another class, you may continue to use the same account/password for this class as long as the email account is the same as the one you provided to De Anza. To learn how to submit a paper on Turnitin.com, go to [http://turnitin.com/en\\_us/training/student-training/submitted-a-paper](http://turnitin.com/en_us/training/student-training/submitted-a-paper).

Never copy any sentences from another student’s paper, regardless of citations. Any paper with sentences copied from another De Anza student (current or prior students) or students from another college as determined by Turnitin.com will be viewed as plagiarism and will be immediately referred to De Anza’s Dean of EOPS & Student Development for actions.

No grades will be registered in the official grade book until your paper is submitted to

Turnitin.com prior by the due date and within 20% originality check as determined by turnitin.com even if you included citations. Go to [http://turnitin.com/en\\_us/training/student-training/about-originalitycheck](http://turnitin.com/en_us/training/student-training/about-originalitycheck) and [http://turnitin.com/en\\_us/training/student-training/viewing-originality-reports](http://turnitin.com/en_us/training/student-training/viewing-originality-reports) to learn more about Turnitin.com. If a document is submitted to Catalyst but not Turnitin.com, the grades in Catalyst will be nullified. File submitted to Turnitin.com must be either “.doc”, “.txt” or “.rtf”. Submission of PDF, jpeg or other image file is invalid. The instructor will grade based on the text file submitted to Turnitin.com.

**Grading Policy:**

The grades will be based on the following distributions:

	<b>Points</b>
Chapter Quizzes on Catalyst	200 points (0.5 points per question)
Market competitive assessment paper	40 points
Class participations	40 points
Test 1	120 points (3 points each question)
Test 2	120 points (3 points each question)
Test 3	180 points (3 points each question)
Final exam	300 points (3 points each question)
Total	1,000 points

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.

<b>Total points</b>	<b>Letter grade</b>
980 or above	A+
930-979	A
900-929	A-
880-899	B+
830-879	B
800-829	B-
780-799	C+
700-779	C
680-699	D+
630-679	D
600-629	D-
599 or below	F

**ACCOMODATIONS**

Students with learning disabilities are encouraged to make arrangements with the De Anza Disabled Student Services if you need extra time on the quizzes and exam. Students who are unsure whether they have a learning disability are encouraged to contact the Disability Programs and Support Services as soon as possible to determine eligibility. Please submit your DSS form to the instructor 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>. Students who cheat on the tests or final exam, or help another person to cheat will receive a failing grade in this course and be reported to the Dean of EOPS & Student Development.

## Business 10 Section 10Y – Spring 2015

Date	Topics and In-class Activities	Online Activities
Week 1: 4/7 (T)	Introduction Syllabus overview Chapter 1 – Business Environment	Chapter 1 quiz
4/9 (R)	Chapter 17 – Accounting	Print out Apple financial worksheet on Catalyst and bring to next class
Week 2: 4/14 (T)	Chapter 17 – Accounting In-class Apple financial worksheet	Chapter 17 quiz Bring laptop/tablet if you have one*
4/16 (R)	Chapter 18 – Financial Management	Chapter 18 quiz
Week 3: 4/21 (T)	Test #1 (chapters 1, 17, 18)	Bring Scantron, #2 pencils and calculator
4/23 (R)	Chapter 13 – Marketing	Chapter 13 quiz
Week 4: 4/28 (T)	Chapter 14 – Products & Pricing	Chapter 14 quiz
4/30 (R)	Chapter 15 – Distribution	Chapter 15 quiz
Week 5: 5/5 (T)	Chapter 16 – Promotion In class ads evaluation exercise	Chapter 16 quiz Bring laptop/tablet if you have one*
5/7 (R)	Chapter 9 – Operations	Chapter 9 quiz
Week 6: 5/12 (T)	Test #2 (chapters 13-16)	Bring Scantron and #2 pencils
5/14 (R)	Chapter 7 – Leadership	Chapter 5 quiz
		Market competitive assessment paper due
Week 7: 5/19 (T)	Chapter 6 – Entrepreneurship In-class paper airplane business simulation	Chapter 6 quiz
5/21 (R)	Chapter 5 – Form Businesses	Chapter 7 quiz
Week 8: 5/26 (T)	Chapter 2 – Economics	Chapter 2 quiz
5/28 (R)	Chapter 3 – Global Markets In class global brand survey	Chapter 3 quiz
	<i>LAST DAY TO DROP WITH "W" 5/29</i>	
Week 9: 6/2 (T)	Chapter 10 – Motivations	Chapter 10 quiz
6/4 (R)	Chapter 11 – Human Resource Management	Chapter 11 quiz

Week 10: 6/9 (T)	Chapter 4 – Ethics & Social Responsibilities	Chapter 4 quiz
6/11 (R)	Chapter 20 - Feds	
Week 11: 6/16 (T)	Test #3 (chapters 2-7, 9,11)	Bring Scantron and #2 pencils
6/18 (R)	Final exam review	Bring laptop/tablet if you have one*
Week 12:		
<b>6/24 (W)</b>	Final Exam 1:45 p.m.-3:45 p.m <b>Chapters 1-7, 9-11, 13-18</b>	Bring Scantron and #2 pencils

\* Laptops/tablets are not mandatory. Instructor will provide some units to share in the classroom.