

DE ANZA COLLEGE
BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION
BUSINESS 10 - INTRODUCTION TO BUSINESS
Fall 2016 – Section 66Z Online

CRN 21682

INSTRUCTOR: Emily Garbe, PhD

Welcome to Introduction to Business! This is an online class where we will have online lectures and assignments. There will be 3 tests and a final exam that will be held on campus. 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:

All assignments and lecture information are online via Catalyst

Tests and Final exam to be held on De Anza campus in **MLC 270 6-8pm** of test days.

Instructor contact information:

Office hours: T 1:30-3:20pm; R 9:30-11:20am; or by appointment

Office location: [Room S in building F5](#)

Catalyst Messaging (best way to reach instructor), not email

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

Adjunct tutoring sessions: Optional 0.5 units tutoring session held once per week beginning Week 3. M 11:30am-12:20pm, T 4:30-5:20pm, or W 11:30am-12:20pm. Register during Week 3. Limit to 10 students.

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. 9th edition.
- Test supplies: 4 **Green** Scantron Score Sheets (4" x 11") and #2 pencils. Scantron score 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, not the instructor.

Course requirements:

- Online assignments and forum discussions
- Online chapter quizzes
- In person tests and final exam

Class attendance and participation:

The instructor is required to drop all no-show students on the first day of class. Since this is an online class, first day of class will be the first week’s assignment, which is the syllabus quiz due on **Tuesday** and Chapter 1 quiz due Saturday of Week 1. In addition, the instructor will drop the students who fail to complete **all** of the assignments for the first 2 weeks. The instructor may drop the students who fail to submit all of the weekly assignments for two or more weeks during the quarter. However, **if a student wants or needs to drop the class, the student is solely responsible for dropping the course.** See assignment due dates listed at the end of this syllabus.

See De Anza’s policies and deadline for attendance and drop/add/withdraw at <http://www.deanza.edu/policies/attendance.html> and <http://deanza.edu/calendar/>.

Last Day for Drops w/o W	October 09, 2016
Last Day for Withdraw	November 18, 2016

Access to a computer and the internet:

All assignments are posted on Catalyst at <https://catalyst.deanza.edu>. 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.

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

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 at <http://catalysthelp.deanza.edu/>.

Online chapter quizzes:

All assignments must be completed by 11:55pm of the due date. The chapter quizzes are open-book, open-notes assignments to be completed on Catalyst. Make sure to hit “submit” to receive the grades for your assignments. 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.

Tests and final exam:

There will be three in-person, closed-book, closed-notes tests plus the final exam. Tests and final exam must be taken at 6-8pm of the test date in room [MLC270](#) (or if conflict with another class you are taking, you can take the same test at 11:30am-1:20pm in ADM102). Please be on time. You must have either De Anza student ID, driver’s license, or a passport with photos and name exactly matching with De Anza registration list to take the test.

Grading:

The grades will be based on the following distributions:

Activities	Points
Online chapter quizzes	180 points (0.25 to 0.5 points per question) (contains 23 extra credit points)
Online forums and assignments	100 points total
Test 1	120 points (3 points per question)
Test 2	150 points (3 points per question)
Test 3	150 points (3 points per question)
Final exam	300 points (3 points per question)
Extra credits: Self Intro	5 points
Extra credits: Attend up to two study skills sessions at Tutoring Center	5 points each
Extra credit: Adjunct skills course (0.5 units)*	25 points if complete the program successfully (cannot participate in extra credit study skills sessions listed above)
Total	1,000 points required to get 100%

* Adjunct Skills course already includes study skills workshops. Registration for the 0.5 unit course will be announced during Week 1.

Students who are not in Adjunct Skills course may attend up to two study skills sessions at the Tutoring Center for 5 points each.

- 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.

Total points	Letter grade
980 or above	A+
930-979	A
900-919	A-
880-899	B+
830-879	B
800-819	B-
780-799	C+
700-779	C
680-699	D+
630-679	D
600-619	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	Assignments (due 11:55pm)
Week 1:	Chapter 1 – Business Environment Begin Chapter 17 - Accounting	Syllabus quiz (due Tuesday) Chapter 1 quiz (due Saturday)
Week 2:	Chapter 17 – Accounting Begin Chapter 18 – Financial Management	Chapter 17 quiz (due Saturday) Submit Apple financial worksheet (due Saturday)
10/9	<i>Last day to drop</i>	

Week 3:	Adjunct course registration (limited to 10 students; 0.5 unit)	
	Chapter 18 – Financial Management	Chapter 18 quiz (due Tuesday)
	10/13 (R) Test #1 (chapters 1, 17, 18)	Test administered in MLC270 Thursday 6-8pm Bring De Anza Photo ID, calculator, Scantron, #2 pencils
Week 4:	Chapter 13 -- Marketing Chapter 14 – Products & Pricing	Chapter 13 quiz (due Saturday) Chapter 14 quiz (due Saturday) Forum: Product Life Cycle (due Saturday)
Week 5:	Chapter 15 – Distribution Chapter 16 – Promotion	Chapter 15 quiz (due Saturday) Chapter 16 quiz (due Saturday) Submit ad evaluation paper (due Saturday)
Week 6:	11/1 (T) Test #2 (chapters 13, 14, 15, 16) Chapter 9 – Operations	Test administered in MLC270 Tuesday 6-8pm Bring De Anza photo ID, Scantron and #2 pencils Chapter 9 quiz (due Saturday)
Week 7:	Chapter 6 – Entrepreneurship Chapter 5 – Form Business	Chapter 6 quiz (due Saturday) Chapter 5 quiz (due Saturday)
Week 8:	Chapter 2 – Economics Chapter 3 – Global Markets	Chapter 2 quiz (due Saturday) Chapter 3 quiz (due Saturday)
<i>11/18</i>	<i>Last day to withdraw with “W”</i>	
Week 9:	11/22 (T) Test #3 (chapters 2, 3, 5, 6, 9) Happy Thanksgiving	Test administered in MLC270 Tuesday 6-8pm Bring De Anza Photo ID, Scantron and #2 pencils
Week 10:	Chapter 7 – Leadership Chapter 10 – Motivations	Chapter 7 quiz (due Saturday) Chapter 10 quiz (due Saturday)
Week 11:	Chapter 11 – Human Resource Management Chapter 4 – Ethics & Social Responsibilities	Chapter 11 quiz (due Saturday) Chapter 4 quiz (due Saturday)
Week 12:	12/13 (T) Final Exam 6-8pm MLC270 (Chapters 1-7, 9-11, 13-18)	Test administered in MLC270 Tuesday 6-8pm Bring Scantron, De Anza Photo ID, calculator, and #2 pencils