

Syllabus & Student Learning Outcome Statements (SLO)

BUSINESS 10

INTRODUCTION TO BUSINESS

COURSE OVERVIEW

Winter _ 2023 -INSTRUCTOR: Niedermier_BUS-DO10.70Z_CRN-38098-01_Winter_ 2023

meeting Times : online

Office Hours: Wednesday - 10:00AM - 11:00AM - (online - zoom) The office hours will be synchronous—students may access the office hours at any time within the hour by opening module week # 1 A and clicking the Office Hour link—I will be available for questions, advice, etc.

Email Address: niedermierygary@fhda.edu (<mailto:niedermierygary@fhda.edu>)

Student Learning Outcome:

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.

Student Learning Outcome: Demonstrate a working vocabulary of business terms.

Syllabus

This is an introductory course in the fundamentals of business, which include, but are not limited to strategy, ethics, economic cycles, leadership, entrepreneurship, competition, global markets and more. Students will analyze business fundamentals as applied to real world situations. Students should expect to learn and understand the thought processes behind business principles so that they may be used to bring about success throughout their lives.

Purchasing Required Textbook: You will purchase an access code to the required textbook through the De Anza Bookstore. You may make the purchase online (cost - \$59.99). This will give you online access to all of the chapter reading assignments.

Required text: Nickels, McHugh and McHugh. "Understanding Business", 13th Ed., McGraw - Hill. - ISBN 9781265510312

Resources:

Video (Ted Talk) - "Sliced Bread" - how to get your ideas across.

Video "Market Soars in 1920s"

Video. "The House of Morgan"

3C Media

Films On Demand

Examinations: There will be four exams during this six week course. The exams will be based on **the material from the text**. The lowest score of the first 3 exams will be dropped from the calculation of your grade. If you are sick or need to miss an exam, then that will be the one that is dropped. The schedule is as follows:

Exam # 1 covers chapter's 2, 17, 19, 20. **Scheduled for March 3 & 4 the end of week # 2.**

Exam # 2 covers chapter's 7, 11, 13, 15, 16. **Scheduled for March, 17 & 18 the end of week # 4**

Exam # 3 (30 points) covers chapter's 9, 14, 3, 5, 6. **Scheduled for March 24 & 25, the end of week # 5**

Exam # 4 comprehensive Final covers some material from earlier exams along with chaps: 1, 8, 18, bonus chapter A. **Exam # 4 cannot be dropped. Scheduled for March 31 the last day of class.**

Grading Policy:

3 Exams (lowest one of three dropped)

1 Comprehensive Final exam

Assignment of grades - grades will be curved and based on the highest scores in class. Any online dishonesty/cheating will be dealt with on a case by case basis. It is expected that the work you represent as your own is in fact your's alone.

Student Learning Outcomes - please fill out the "student learning outcomes" question form located in the **Week 1 module** and submit your answers. This is not about right or wrong answers——if you don't know an answer, just say so——this is about finding out where you are in your understanding of business terms ——it also let's me know you are now engaged in the Course. It is important.

Class Schedule:

Week # 1A Read - Chap. 2 -Understanding Economics and How it Affects Business

Student Learning Outcomes Form - completed and due February 21, Tuesday - Important

Office Hours: Wednesdays - 10:00am - 11:00am - (online - zoom)

Watch - Seth Godin youtube - "Sliced Bread"

Week # 1B Read - Chap. 17 - Understanding Accounting and Financial Information.

Week # 2A Read - Chap. 19 - Using Securities Markets for Financing and Investing opportunities.

To Watch:

"Market Soars in 1920s"

"The House of Morgan"

Week # 2B Read - Chap. 20 - Money, Financial Institutions and the Federal Reserve

Exam # 1, Chaps: 2, 17, 19, 20 - Friday, March. 3 & Saturday March 4 - The exam opens Friday at 6:00am and closes Saturday 11:59PM. You have 120 consecutive minutes to complete this exam. -
— The exam is located in the canvas platform—— you cannot leave (or refresh the screen) and then start again——the program will think you have finished. The exam will automatically close after 120 minutes.

Week # 3A Read - Chap. 7 - Leadership, Management and Employee Empowerment and Chap. 11 - Human Resource Management

Watch - 3C Media - Human Resources Management
Films On Demand - The Mind of a Leader

Week # 3B Read - Chap. 13 - Marketing - Helping Buyers Buy. and Chap. 15 - Distributing Products.

Films On Demand - Pull Marketing Techniques

Films On demand - Marketing Research & Segmentation

Week # 4A Read - Chap. 16 - Using Effective Promotions and Chap. 9 - Production and Operations Management

Week #4B - Read - Chaps: 14 - Developing and Pricing Goods and Services -and Chap. 6, Entrepreneurship and Starting a Small business.

Exam, # 2 - Chaps: 7, 11, 13, 15, 16 - Friday, March 17 or Saturday, March 18, - open Friday, 6:00am - closes Saturday, 11:59pm

Week # 5A - Read - Chaps: 5 - How to Form a Business and Chap: 3 - Doing Business in Global Markets

TedEd - Competing in Global Markets

Week # 5B - Read - Chap, 1 - Taking Risks and making Profits Within the Dynamic Business Environment and Chap, 8 - Structuring Organizations for todays challenges

To Do:

Exam # 3, Chaps: 9, 14, 3, 5, 6 - Friday March 24 or Saturday, March 25 - opens Friday 6:00am closes Saturday 11:59pm

Week # 6A - Read - Chap. 18 - Financial Management and ----Bonus chapter A - Working Within the Legal Environment

Week # 6B - Final Exam, (comprehensive) - Chaps: 1, 8, 18, bonus chapter A and some material from earlier exams -opening Friday, March 31, 6:00am -closes Friday, 11:59pm - you will have 120 consecutive minutes to complete the Exam. -