

DE ANZA COLLEGE
BUSINESS, COMPUTER SCIENCE & APPLIED TECHNOLOGIES DIVISION
BUSINESS 10 - INTRODUCTION TO BUSINESS
Fall 2014 – Section 7Y
CRN 00291
INSTRUCTOR: Emily Garbe, PhD

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.

Contact Information:

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

Class location: ADM102

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

Tuesday & Thursday 1:30 am – 2:20 pm, or by appointment

Wednesday 10:30 to 11:20 pm (optional online Q&A chat)

Office location: Room S in building F5

Phone: 408-864-8488

Email: garbeemily@deanza.edu (best way to reach me)

Twitter: @garbe_deanza (follow me for class announcements; un-follow at end of the quarter)

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: 3 Green Scantron Score Sheets (4" x 11") and #2 pencils. Scantron score sheets are available at the De Anza bookstore.

Course Requirements:

- Attendance and participation in class discussions
- Online chapter quizzes
- Tests and Final Exam
- Research paper & team presentation
- Online forum discussions
- In class group works

Attendance:

Attendance and class participations constitute 10% of the total grade. The instructor is required to drop the 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). De Anza's policies and deadlines regarding drop/adds can be found on <http://deanza.edu/calendar/falldates.html>.

9/22/14 First day of quarter

10/5/14 Last day to drop

11/10/14 Monday, No school; Veteran's Day

11/14/14 Last day to withdraw with a "W"

11/27-30/14 No school; Thanksgiving Holiday

12/9 Final exam for this class: Tuesday 11:30-1:30pm

Participation in the class activities and discussions is essential. As such, class attendance is mandatory. If you are absent for two or more classes by the end of the second week, you will be dropped from the class. If you are absent for four or more classes in total throughout the quarter and you do not email the instructor with valid reasons (e.g., major medical emergency, national guard, jury duty), the instructor may choose to drop you from the course. If you need to drop the class, you are responsible for dropping the course yourself.

For students who add the class with an add code, record of attendance and assignment submissions 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, you must be officially registered (either during the registration period or via add code during 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.

Tests and Final Exam:

There will be two in-class, closed-book, closed-note tests during weeks 5 and 10, plus the final exam during week 12. The tests and the final exam will consist of multiple choice questions and short essays.

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.

Research Project:

This is an individual research project where you will research and analyze a company's marketing and products, financials, 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 the second day of class in week 1.

The paper is broken down into 8 tasks:

- Task 1: Select a company in class 9/24
- Task 2: Financial statements worksheet due in class 10/1
- Task 3: Product lines for your company due online 10/18
- Task 4: Ad assessment due online 10/25
- Task 5: Management overview due online 11/8
- Task 6: Recent news section due online 11/15
- Task 7: Submit presentation slides for your company to team's Google Docs by 11/30
- Task 8: Group presentation in class 12/1 and 12/3

See Catalyst for project specifications and outlines for each section of the paper. The instructor will provide a signup sheet during the first week of class. Selection of the companies is on a first-come first-served basis. If someone already picked a company you wanted, you need to select another one. No duplicate companies allowed.

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 will be viewed as plagiarism and will be immediately referred to De Anza's Dean of EOPS & Student Development for actions.

Industry Team:

Based on the company you selected, you will be assigned to an industry team by the end of Week 1. Your assigned team will be your "family" for your group assignments, study buddies, and online activities throughout the quarter as well as a team presentation on your industry during Week 11.

Grading Policy:

The grades will be based on the following distributions:

Attendance/Class Participations	110 points (4 points per attendance plus online forum discussion assignments)
Chapter Quizzes on Catalyst	200 points (0.5 points per question)
Research Paper/Team Presentation	250 points
Test 1	120 points
Test 2	120 points
Final exam	200 points
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. A grades calculator is available on the class website on Catalyst.

Total points	Letter grade
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

Academic Integrity Policy:

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.

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Date	Topics and In-class Activities	Online Activities
Week 1: 9/22/14 (M)	Introduction Syllabus overview Chapter 1 – Business Environment	Syllabus quiz due Tuesday 9/23 11:55pm
9/24/14 (W)	Chapter 17 – Accounting Research Project Task 1: Research Company signup & Team Formation	Chapter 1 quiz due Saturday 9/27 11:55pm Catalyst Forum - Introduction due Saturday 9/27 11:55pm
Week 2: 9/29/14 (M)	Chapter 17 – Accounting Apple financial worksheet due in class	Print out Apple financial worksheet on Catalyst and bring to class 9/29 Research and printout income statement for your research company bring to class on 9/29
10/1/14 (W)	In class paper airplane business simulation In class financial analysis of your research company (bring income statement and balance sheet for your company)	Research Project Task 2: Print out your research company’s Financial Statement and complete the Income Statement Worksheet in class 10/1 Chapter 17 quiz due Saturday 10/4 11:55pm
		Note: Last day to drop Sunday 10/5
Week 3: 10/6/14 (M)	Chapter 18 – Financial Management	Chapter 18 quiz due Saturday 10/11 11:55pm
10/8/14 (W)	Chapter 13 – Marketing	Chapter 13 quiz due Saturday 10/11 11:55pm
Week 4: 10/13/14 (M)	Chapter 14 – Products & Pricing	Chapter 14 quiz due Saturday 10/18 11:55pm
10/15/14 (W)	Chapter 15 – Distribution	Chapter 15 quiz due Saturday 10/18 11:55pm
		Research Project Task 3: Post Company’s Product Line/Mix summary on Catalyst
Week 5: 10/20/14 (M)	Chapter 16 – Promotion In class ads evaluation exercise	Chapter 16 quiz due Monday 10/20 11:55pm
10/22/14 (W)	Test #1 (chapters 1, 13-18)	Bring Scantron and #2 pencils
		Research Project Task 4: Post Company ads assessment on Catalyst

Week 6: 10/27/14 (M)	Chapter 2 – Economics	Chapter 2 quiz due Saturday 11/1 11:55pm
10/29/14 (W)	Chapter 5 – Form Businesses In class incorporation exercise	Chapter 5 quiz due Saturday 11/1 11:55pm Print out SS4 and DBA forms on Catalyst and bring to class on 10/20
Week 7: 11/3/14 (M)	Chapter 6 – Entrepreneurship Chapter 4 – Ethics & Social Responsibilities	Chapter 6 quiz due Saturday 11/8 11:55pm Chapter 4 quiz due Saturday 11/8 11:55pm
11/5/14 (W)	Chapter 7 – Leadership	Chapter 7 quiz due Saturday 11/8 11:55pm
		Catalyst Forum Discussion on Leadership due Saturday 11/8 11:55pm
		Research Project Task 5: Post Company management team summary on Catalyst
Week 8: 11/10/14 (M)	Holiday; No School	
11/12/14 (W)	Chapter 9 – Operations	Chapter 9 quiz due Saturday 11/15 11:55pm
		Research Project Task 6: Post recent news and assessment on Catalyst
		Note: Friday 11/14 Last Day to Withdraw
Week 9: 11/17/14 (M)	Chapter 3 – Global Markets In class global brand survey	Chapter 3 quiz due Saturday 11/22 11:55pm
11/19/14 (W)	Chapter 10 – Motivations	Chapter 10 quiz due Saturday 11/22 11:55pm
Week 10: 11/24/14 (W)	Chapter 11 – Human Resource Management	Chapter 11 quiz due Monday 11/24 11:55pm
11/26/14 (W)	Test #2 (chapters 2-7, 9-11)	Bring Scantron and #2 pencils Team meeting to finalize team industry presentations
		Research Project Task 7: Submit slides for your company to team's Google Docs by Sunday 11/30
Week 11: 12/1/14 (M)	Research Project Task 8: In class team presentations	Team presentations on Google Docs
12/3/14 (W)	In class team presentations	Team presentations on Google Docs
Week 12: 12/8/14 (M)	Chapter 20 – Federal Reserve	
12/9/14 (T)	Final exam Tuesday 11:30-1:30pm Chapters 1-7, 9-11, 13-18	Bring Scantron and #2 pencils