

**DE ANZA COLLEGE BUSINESS DEPARTMENT**  
**INTRODUCTION TO BUSINESS ONLINE**  
**BUSINESS 10 SECTIONS 63Z and 65Z - WINTER 2015**  
**INSTRUCTOR: BYRON LILLY**

**Course Objectives:** This is an introductory level course designed to introduce the student to basic business terminology, operations, and principles, including an introduction to the functions performed both by and within modern business establishments. Topics include management, accounting, economics, marketing, international business, starting and running a small business, and business ethics.

***Required Materials:***

- **Textbook:** Understanding Business, 9<sup>th</sup> edition Nickels, McHugh & McHugh Irwin / McGraw-Hill. (ISBN 978-0-07-351170-2).
- **Alternate textbook:** Understanding Business, Paperback International Edition Nickels, McHugh & McHugh (ISBN 978-0-07-131410-7)

***Course Requirements:***

- **Access to the Internet/Getting Started:** Access to the Internet is required for this class. This class is offered through De Anza's standard distance learning system, **Catalyst**. The entry point for the course website is <http://catalyst.deanza.edu>. Instructions for logging into the Catalyst system, if you have never used it before, can be found at <http://www.deanza.edu/distance/firsttimehome.html>. However, the course website will not be accessible until the first day of classes, which is January 5, 2015.
- **Orientation videos:** You will find a collection of orientation videos inside the course website in Catalyst, near the top of the page, grouped under the heading "Course Syllabus and Orientation Videos." It is **really important** that you watch these videos! These videos will explain how to earn points in the class, and how to makeup points for missed quizzes.
- **Required Reading, Online Lectures, and Online Quizzes:** The reading assignments in the textbook, the online lectures, and the online quizzes associated with each of the 14 assigned chapters are the "main events" in this course. This is where the course material will be delivered to you, and where you will earn 60% of your grade in the class. You will earn the remaining 40% by taking the **required, on campus final exam**. The Prologue quiz plus all of the chapter 1 quizzes (a total of 11 quizzes) are due by 11:55PM Sunday, January 11, so **it's important for you to get a copy of the textbook right away**. The remaining chapters are due on various dates, always one chapter at a time. If you miss the deadline for a set of online quizzes associated with chapters 1 through 16, you can recover up to 95% of the points you missed by completing a set of questions in a tool called "LearnSmart." *However, there is no way to make up the 9 points possible on the Prologue Lecture quiz.*
- **Attendance:** The attendance requirement for this class is that you must earn at least 200 points in the class by the end of week 2 (Sunday, January 18) and at least 500 points by the end of week 5 (Sunday, February 8). Students who do not meet these point thresholds will be dropped from the course for inadequate attendance.
- **Final Examination:** This class has a required **on-campus final examination** worth 40% of the course grade. Only students who live more than 35 miles away from the De Anza campus, and prove they live that far away by Wednesday March 18, 2015 will be permitted to take an

alternate, online final examination. The required on-campus final examination will be administered twice on the De Anza campus. You only need to take it once, can take it either time, and do not need to let me know in advance which time you have chosen. The two times are: **Tuesday, March 24** from **9:15AM to 11:15AM**, and **Thursday, March 26** from **9:15AM to 11:15AM**. Both times will be in the same location: **classroom Forum 3** on the De Anza College campus, 21250 Stevens Creek Blvd., Cupertino, CA 95014. If for some reason neither of these times will work for you, you must contact me by Wednesday, March 18 to inquire about available alternatives.

### ***Strongly Recommended:***

- \* **Online Orientation**: It is strongly recommended that you print and carefully read at least the first page of the online orientation by **Monday, January 5, 2015**. To find this first page, go to <http://www.deanza.edu/distance>, click the link "**Online Orientation**" within the "Winter 2015 links" group, then click *either* the link for "BUS -D010.-63Z with Byron Lilly" *or* "BUS -D010.-65Z with Byron Lilly". Either of these links will bring you to the same online orientation.

### ***LearnSmart:***

- LearnSmart is a separate, optional website that costs \$35 to use for the quarter. It is not required, but it is the only way to recapture points lost for quizzes you did not take by the due date. If you miss a set of online quizzes (one chapter's worth) but complete 100% of the questions in the corresponding chapter module in LearnSmart, you will receive 95% of the points possible on that set of chapter quizzes. Unfortunately, there is no way to make up for a single missed quiz. LearnSmart only gives you an opportunity to get a higher score for an entire chapter's worth of quizzes. If you miss one quiz and it is worth more than 5% of the total points possible in that chapter, then it might be worth completing the corresponding LearnSmart module. But if it is worth less than 5% of the total points possible in that chapter, there is no way to make up for the missed points on that one quiz.

### ***General Information:***

- \* **You can use computers on the De Anza campus if you want:** Access to the Internet is required for this class. You can use your own home computer for Internet access; or, if you prefer, you can use the computers in the Library West Computer Lab. The Library West Computer Lab is located downstairs in (the basement of) the Learning Center West (LCW) building.
- \* **Last date to drop with a W:** You are solely responsible for *dropping the course by Friday, February 27, 2015* if you do not want to continue in the course. **Late drops** (drops attempted after February 27, 2015) **will not be accepted**.

### ***Grading Policy:***

Each student's course grade will be calculated as a weighted average of two components: the online grade and the final exam grade. The online grade will receive 60% of the weight and the final exam grade will receive 40% of the weight. The student's letter grade will be determined by looking the resulting weighted average in the following table. Decimal fractions of .5 or higher will be rounded up to the nearest whole percentage. Decimal fractions of .4999 or lower will be rounded down. *I do not make exceptions to this rounding rule.*

Average of the Two Components	Course grade
99%-100%	A+
92%-98%	A
90%-91%	A-
88%-89%	B+
82%-87%	B
80%-81%	B-
78%-79%	C+
70%-77%	C
67%-69%	D+
58%-66%	D
55%-57%	D-
54% and below	F

### ***Academic Integrity Policy:***

All online work must be performed individually. You can study the book in groups, but students who assist others on an online exam or quiz, or who accept the assistance of others, have cheated. If caught, they will immediately receive a **failing grade** on any and all assignments the instructor has reason to believe they likely cheated on, and their names will be reported to the **Dean of Student Affairs** of De Anza College for further disciplinary action.

### ***Websites you will need:***

The course website at: <https://catalyst.deanza.edu>

### ***Optional Websites:***

**McGraw-Hill Connect Online Learning Center:** The authors of the textbook maintain this website, which contains some free practice quizzes and other optional study materials. You will find this website at: [http://highered.mcgraw-hill.com/sites/007733163x/student\\_view0/index.html](http://highered.mcgraw-hill.com/sites/007733163x/student_view0/index.html). I do recommend you take advantage of the *free* practice quizzes (one per chapter) and online vocabulary flash cards on this website but I *do not* recommend you purchase the *premium* materials available on this website. They will not be worth it in my opinion.

**LearnSmart:** The entry point for the optional **LearnSmart** website, which you can use to *partially* make up for any missed sets of online quizzes (earning up to 95% credit) is <http://www.mhlearnsmart.com/flow/flowswf.html?name=learnsmart&product=111000&isbn=0077778642>

### ***Important dates (all dates are in 2015):***

**Monday, Jan 5** – Recommended date by which you should complete the online orientation and buy the textbook. Also: the earliest date you can begin work on the course material.

**Sunday, Jan 11** – The Prologue Lecture quiz, and all 10 of the chapter 1 quizzes are due by 11:55PM. Quizzes cannot be taken late; but if you miss them, you can make up 95% of the points in LearnSmart.

**Saturday, Jan 17** – In theory, the last day you can use your add code to add this class; *but you shouldn't wait that long, because you will not have access to any of the course material until the day*

after you add the class!

**Saturday, Jan 17** – The eight chapter 2 quizzes are due by 11:55PM on this date.

**Sunday, Jan 18** – Also, **be sure to earn at least 200 points** in the course by this date. Otherwise I will drop you for inadequate attendance.

**Monday, Jan 19** – Last day to drop this class with no grade of record

**Friday, Jan 23** – The eight chapter 3 quizzes are due by 11:55PM.

**Thursday, Jan 29** – The seven chapter 4 quizzes are due by 11:55PM

**Friday, Jan 30** – Last day to request a Pass/No Pass grade at the Admissions and Records department

**Wednesday, Feb 4** – The chapter 5 quizzes are due by 11:55PM

**Sunday, Feb 8** - **Be sure to earn at least 500 points** in the course by this date. Otherwise I will drop you for inadequate attendance.

**Tuesday, Feb 10** – The chapter 6 quizzes are due by 11:55PM.

**Sunday, Feb 15** – The chapter 7 quizzes are due by 11:55PM.

**Friday, Feb 20** – The chapter 8 quizzes are due by 11:55PM.

**Wednesday, Feb 25** – The chapter 9 quizzes are due by 11:55PM.

**Friday, Feb 27** – **Last day to drop with a “W”** (This is a **very important due date**. This is your last possible opportunity to drop the class. Requests to drop after this date will not be successful, regardless of the reason for the request.)

**Monday, Mar 2** – The chapter 10 quizzes are due by 11:55PM.

**Saturday, Mar 7** – The chapter 13 quizzes are due by 11:55PM

**Thursday, Mar 12** – The chapter 14 quizzes are due by 11:55PM

**Tuesday, Mar 17** – The chapter 15 quizzes are due by 11:55PM

**Wednesday, Mar 18** – Date by which you must prove to the instructor that you live more than 35 miles from the De Anza campus if you are going to qualify for the online final exam. Also, the date by which you must make alternative arrangements with the instructor if *neither* of the two offered times to take the on-campus final exam will work for you.

**Sunday, Mar 22** – The chapter 16 quizzes are due by 11:55PM

**Tuesday, Mar 24 – 9:15-11:15AM** First of two opportunities to take the **required** on-campus final exam in classroom Forum 3

**Thursday, Mar 26 – 9:15AM** Students who were eligible for the online final exam must *start* that exam by this day and time.

**Thursday, Mar 26 – 9:15AM-11:15AM** The second (and last) opportunity to take the **required** on-campus final exam in classroom Forum 3

**Thursday, Mar 26 (midnight)** Deadline for completing any LearnSmart work

### ***Contacting the instructor:***

Office hours: Mon thru Thurs 12:30-1:30PM. Other times by appointment.

Office location: Building F4, room F41F

Telephone: (408) 864-8431

Email: [lillybyron@fhda.edu](mailto:lillybyron@fhda.edu)

Website: <http://www.deanza.edu/faculty/lillybyron/>