

DE ANZA COLLEGE, SUMMER 2015
BUSINESS 10-03: INTRODUCTION to BUSINESS

Instructor/Contact: Dr. Richard Brien: **Contact hours by appointment; brienrichard@fhda.edu**

Section: **BUS 10-03, 12:30-2:45 PM, MTWTh, June 29-August 6, ADM 102**

Required Materials: **1) Text: Collins, Exploring Business, Ver 2.0, Flat World Knowledge.** To find the text and the options you have for buying it (online, paper; etc, plus study aids, et al) go to students.flatworldknowledge.com and start with my name (BRIEN); the De Anza Bookstore also carries copies of the paper text, probably both used and new. **2) Also required: Mike's Bikes, a business game (\$30; I'll explain how to register and pay for it later in the course); 3) use of a computer with a printer and daily Internet access; and, 4) personal email.**

Course SLOs: De Anza College is currently in the process of spelling out Student Learning Outcomes (SLOs) for all courses offered. SLOs are expressions of the core knowledge and skill enhancements our faculty expects you to have after completing a particular course. The Business faculty has set the following SLOs for BUS 10; after completing it you should be able 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.

Emphasis in the course is on key terminology, critical thinking and strategic decision-making as practiced in world-class businesses. The course includes participation as a manager in a firm operating in the bicycle market, as simulated by the business game, **Mike's Bikes**.

Participation: To achieve the course objectives, you must participate actively in out-of-class assignments and especially in class discussions and exercises. In that regard, you should know that:

- Class activity may well determine as much as a full letter in your final grade.
- To participate you have to be here; attendance will be taken and **four absences may cause you to be dropped from the course.**
- Any student disrupting class will be asked to leave and will face appropriate disciplinary steps under the De Anza College Student Standards of Conduct.
- Any student caught cheating will be removed from the class, will immediately receive a grade of F for the course and will be reported to the appropriate person(s) in the central administration of De Anza College for further disciplinary action.

Grading: Your course grade will be determined as follows:

Components		Course Grade Values	
Exams 1, 2 & 3 (2 @ 35%)*	70%	As: 97-100 = A+; 93-96 = A; 90-92 = A-	
Mike's Bikes	20	Bs: 87-89 = B+; 83-86 = B; 80-82 = B-	
Class Participation	<u>10</u>	Cs: 77-79 = C+; 70-76 = C	
		Ds: 67-69 = D+; 63-66 = D; 60-62 = D-	
Total	100%	F Below 60%	

***Exams 1-3:** Three exams will be given covering material designated in the Assignments Calendar on the next page. **(Dates may change; watch for my announcements in class and emails and stay up to date.)** The two highest exams will be counted in your course grade at 35% each. **THERE WILL NOT BE A COMPREHENSIVE FINAL EXAM, AND NO MAKE-UP EXAMS WILL BE GIVEN.**

BUSINESS 10-03: INTRODUCTION to BUSINESS, SUMMER 2015, ASSIGNMENTS CALENDAR

<u>Week</u>	<u>Date</u>	<u>Topics/Text Assignments</u>
1	6/29-7/2	Ch. 1 Complete: Foundations of Business; Measuring Business Performance; Ch. 12P*: The Accounting Process; The Income Statement (pp 343-352; Sec 1, 2.1, 2.2)
2	7/6-9	Ch. 3: Business in a Dynamic Global Environment Ch. 5P: Importance of Entrepreneurship and Small Business; The Business Plan (pp 121-130 and 139-146) 'BeFaChMo' Vs. 'SaDuHa'
3	7/13	EXAM 1: Chs. 1, 12P, 3, 5P Start Mike's Bikes: Register/Pay by 10 PM, Sunday, 7/19
3	7/14-16	Ch. 9 Complete: Marketing Management Ch. 10P: New Product Development (Secs 1, 2, 3, 7, Figs. 10.4 & 10.6) Mike's Bikes: Register/Pay, Firms (Teams) Assigned
4	7/20-23	Chs. 9-10: Marketing & NPD, Cont. Ch. 11P: Operations Management (Secs 1, 3, 5.4, 6, 7) Ch. 12P: Accounting, Cont.: The Balance Sheet, Cash Flow, Accrual Basis, Selected Ratios 7/20 Mike's Bikes: Discussion, Demos 7/21 Mike's Bikes: Practice Round 7/22-23 Mike's Bikes: Fiscal Years (FY's) 1, 2
5	7/27	12:30-1:00 Mike's Bikes: FY 3 1:00-2:45 EXAM 2: Chs. 9, 10, 11P, 12Pp
5	7/28-30	Ch. 13 Complete: Financial Management; Ch. 6 Complete: Management Structure & Process Mike's Bikes: FYs 4, 5, 6
6	8/3-5	Mike's Bikes: FY 7 (Last FY) Management Structure & Process, Cont. Ch. 7P: Human Resources Management Ch. 2P: Ethical, Legal & Social Codes of Business Behavior
6 THU 8/6	EXAM 3:	Chs. 13, 6, 7P, 2P NOTE: Mike's Bikes Firm Report & Bonuses Due

* A 'P' after an assigned chapter means partial—you are responsible for reading only certain topics in that chapter. The page and/or section numbers, and/or topics listed, are from Ver 2.0 of the text.