

## Syllabus for: BUSN 10 INTRODUCTION TO BUSINESS

<b>Semester &amp; Year:</b>	FALL 2012
<b>Course ID and Section Number:</b>	E 2298-F2012
<b>Number of Credits/Units:</b>	3
<b>Day/Time:</b>	TUESDAY AND THURSDAY 10:05am
<b>Location:</b>	FM 100
<b>Instructor's Name:</b>	SID ANDERSON
<b>Contact Information:</b>	Office location and hours: AD100 by appointment Phone: 707-599-3320 Email: SID@MINGTREE.COM
<b>Course Description (catalog description as described in course outline):</b> SEE ATTACHED	
<b>Student Learning Outcomes (as described in course outline) :</b> SEE ATTACHED	
<b>Special accommodations:</b> College of the Redwoods complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. Please present your written accommodation request at least one week before the first test so that necessary arrangements can be made. No last-minute arrangements or post-test adjustments will be made. If you have a disability or believe you might benefit from disability related services and may need accommodations, please see me or contact Disabled Students Programs and Services. Students may make requests for alternative media by contacting DSPS.	
<b>Academic Misconduct:</b> Cheating, plagiarism, collusion, abuse of resource materials, computer misuse, fabrication or falsification, multiple submissions, complicity in academic misconduct, and/ or bearing false witness will not be tolerated. Violations will be dealt with according to the procedures and sanctions proscribed by the College of the Redwoods. Students caught plagiarizing or cheating on exams will receive an "F" in the course.	
The student code of conduct is available on the College of the Redwoods website at: <a href="http://redwoods.edu/District/Board/New/Chapter5/AP%205500%20Conduct%20Code%20final%2002-07-2012.pdf">http://redwoods.edu/District/Board/New/Chapter5/AP%205500%20Conduct%20Code%20final%2002-07-2012.pdf</a>	
Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the college catalog and on the College of the Redwoods homepage.	
College of the Redwoods is committed to equal opportunity in employment, admission to the college, and in the conduct of all of its programs and activities.	

## COLLEGE OF THE REDWOODS

Course/Section#	<b>BUS 10 / Section # E 2298</b>
Semester/Year	<b>Fall 2012</b> <span style="float: right;"><b>Units: 3</b></span>
Lecture Hours	<b>Tuesday &amp; Thursday Room FM 100 10:05 am to 11:30am</b> <b>Start Date: Tuesday, August 28th</b>
	<b>BUSN 5 (with Introduction to Business CourseMate with eBook Printed Access Card) , 5th Edition</b> <b>Marcella Kelly; Jim McGowen</b> <b>Textbook ISBN-10: 1-111-82673-0</b> <b>Textbook ISBN-13: 978-1-111-82673-4</b>
Final Exam Date	<b>Approximately: Week of December 10th : Final Exams on 12/13</b>
Instructor/Phone	<b>Sid Anderson</b> <b>Phone: text or call: 599-3320 e-mail <a href="mailto:sid@mingtree.com">sid@mingtree.com</a></b>
Office & Hours	<b>Adm Busn/Tech: Rm AD100:1 hr after class or by appointment</b>

Access to the online learning assets for BUSN is **only available through the purchase of a NEW book. Online access is NOT sold separately**; students who choose to buy a used book will not be able to benefit from our engaging online resources such as cell phone quizzes, video clips, MP3 files, online quizzes and more.

**DESCRIPTION:** A survey course of business in our economy, including forms of business organization, marketing, finance, personnel, production, accounting, advertising, electronic data processing, consumer relations, government and business and corporate management. It is designed to expose all students to the many facets of business life both as consumers as well as potential business workers and/or entrepreneurs. In order to achieve understanding of our free enterprise system, comparisons are drawn between it and other economic systems used in other societies.

**COURSE LEARNING OBJECTIVES:**

1. Identify business trends and strategies and explain how they relate to the global economy
2. Describe and analyze the relationship between business and society - with particular emphasis on local economic development issues
3. Describe and analyze the importance of business ethics and the ability to apply ethical theory to real-world behaviors in business
4. Define business terms and explain their application in a business setting
5. Utilize technology and accounting concepts to understand and manage quantitative data
6. Compare and contrast business entities - with particular emphasis on analyzing the effectiveness of differing business models
7. Design and develop an introductory business project
8. Develop and deliver professional presentation of the business project
9. Develop and utilize workplace skills through participation in a team project
10. Describe and analyze the challenges that all entrepreneurs face when developing a new business
11. Identify academic and career opportunities in the field of business
12. Compare and contrast basic business structures and organizations

**SUMMARY / PROPOSED OUTCOMES:**

1. Design and develop a business team project which demonstrates an understanding of basic business principles, concepts and issues. Working in a team environment, will allow students to develop and utilize workplace skills. The project will be presented as professional business presentation. (Combines learning outcomes #5, #7, #8, #9)

2. Demonstrate understanding of basic business terms and their application in a business setting
  3. Demonstrate understanding of how local businesses relate to the global economy and the role that business ethics plays and how it affects business at all levels around the world.
- (Combines learning outcomes #1, #2, #3)

**HOMEWORK & QUIZZES:** Homework, on-line essays, & quizzes will be assigned. Your grade will be largely based on Exams, Quizzes, New Venture Project, Cash Flow Project, essays, class, and team participation. Any student who attends regularly, participates eagerly, and clearly understands the concepts presented, and passes the New Venture project, quizzes and exams should receive a satisfactory grade. You will need scantron sheets for exams.

**COURSEWORK:**

Chapter Quizzes on My CR: For each chapter, there will be an open book quiz on the My CR site. <http://www.redwoods.edu/cr-online> Quizzes will be due Sunday night by 11pm. Once you start a quiz, you will only have 1 hour to complete it. There will be 10-20 multiple choice questions on each quiz. –. There will be no make-up quizzes. Make a copy to help you study for your exams.

Exams: We will have three to four exams over the course of the semester. For each exam, you can have a two-page, handwritten “cheat sheet” (double-sided, letter size). Several of the questions on each exam will come directly from the chapter quizzes. The others will be similar learning objective multiple choice questions and possibly some essay questions. There will be a final exam based on concepts from the quizzes and prior exams.

Personal Note: You will draft a letter stating your qualities and skills that would make you a qualified for a position in the field you are entering. This is not a resume but a conversational piece that you talk about why you are qualified and what you have done to prove those qualifications.

Personal Cash Flow Project: You will record all your income and spending during the month of September (9/1 – 9/30). These must be formatted with the categories of spending I will give you. We will discuss the importance of understanding your current financial position prior to creating and committing to a personal budget. After reviewing your current financial situation, you will analyze ways in which you can improve your “bottom line” through a personal budget. Details will be in MYCR under Assignments..

On-Line Essays: There will be six of these throughout the semester.

New Venture Project: (Create a New Business) I will be giving a lecture and handout describing the New Venture Project in more detail. You will join or be assigned to a team with several classmates (4 to 8 people) on that day, so attendance is crucial. You may select who you would like to work with and submit those names to me at the beginning of that class. (Important for team members to be able to meet at the same times). Each team will be required to utilize course concepts, and the group’s collective creativity, to create a hypothetical new venture (business). In brief, the new venture project will consist of the following sub-components. (Details are in MYCR under Assignments)

- Team Contract: Each team will internally negotiate the division of duties, schedule for meetings, etc. They will put this agreement in writing, sign it, and deliver a copy of that agreement to me. (**Select members that can meet at the same times**)
- Executive Summary: Each team will write a 2 page (500 words) executive summary describing their new venture and the opportunities and challenges associated with it, bring 3 to class.
- Elevator Pitch: Each team will present an oral presentation about how their new business will fill a need or want and the highlights of the startup costs and income projections. ( About 5 minutes)
- Peer Reviews: Teams will swap executive summaries. Each team will read 2 executive summaries from other teams and write a 1 page (250 words) constructive critique.
- Slide Presentation: Teams will present a power point presentation of their project to the class (Investors for your business). This will take approximately 10 to 15 minutes. You must follow the outline and cover all of the components to receive a satisfactory grade.

- **Team Member Evaluation:** Members of your New Venture Team will grade your participation during the project. *Their evaluation of your contribution could change your project grade.*

**GRADING:** Your grade will be based on the following components.

ITEM	POINTS	PERCENT
17 Chap Quizzes (My CR), Pre Test	100 each	17% in total
3 Exams	100 each	30% in total
2 Projects (My CR)	100 each	5% in total
Personal Cash Flow Proj. (My CR)	100	5%
Team Contract (My CR)	100	3%
Executive Summary (My CR)	100	7%
Elevator Pitch (My CR)	100	6%
PowerPoint Presentation, New Venture (+ or – team evaluations)	100	14%
Final Exam	100	10%
Essays	100	3%
<b>TOTAL</b>	<b>3000</b>	<b>100%</b>

I will add or subtract from the above for class participation. I will round your score to nearest whole number percent (89.49% goes to 89%, but 89.51% goes to 90%) and apply the following letter grade thresholds:

95%=A, 90%=A-, 87%=B+, 83%=B, 80%=B-, 77%=C+, 73%=C, 63%=D.

One of the most important things that you can do to succeed in this course is to read the chapters prior to class, participate in the discussions, take the quizzes, and put together a New Venture Project.

If you have to miss class, make prior arrangements to turn in your homework, as well as to get any notes or materials that were covered that day from another student.

**Attendance and Absences:** In general, you will be graded on your performance on the coursework, assessments, and participation. However, if you have an unexcused absence on the Team Formation, Executive Summary or Presentation Days, your score on those components of the grade will be reduced. If you are absent on an exam day, we can arrange a make-up after you provide written documentation of the compelling reason for your absence.

**Arriving on Time:** Late arrivals are disruptive to both lectures and class discussion, and show disrespect to those who are on time.

**Being prepared for class:** You should be ready to discuss any assigned readings and to answer any assigned questions for each day's class, including being ready to talk about current events.

**Academic Integrity:** Familiarize yourself with the Code of Student Conduct. Be aware of the definition of academic dishonesty. Be aware that any violation of the Code of Student Conduct could result in a failing grade in the class and a negative letter of reference going into the file that accompanies your transcripts. We will be running your written assignments through a plagiarism software package

**TENTATIVE SCHEDULE:**

This schedule is subject to change, especially if I have to cancel class. Also, remember that there will be chapter quizzes due every Sunday night, 11pm, on My CR. These quizzes will be available by Tuesday.

<b>TENATIVE SCHEDULE BUSN 10</b>			
<b>WEEK OF</b>	<b>READING</b>	<b>ASSIGNMENTS DUE</b>	<b>IN CLASS ACTIVITIES</b>
8/28-30	Chapter 1		
9/4-6	Chapter 2		Pre Test On My CR
9/11-13	Chapter 3		Receive Cash Flow Project For September
9/18-20	Chapter 4	<b>Form Teams</b>	Receive NVP
9/25-27	Chapter 5 & 6	Team Contract Due 9/25	
10/2-4		Personal resume Due 10/4	<b>TEAM MEETINGS On Going; 1 to 2 a week</b>
10/9-11	Chapter 7		<b>Exam Chapter 1-6 10/11</b>
10/16-18	Chapter 8	Cash Flow Project Due 10/16	
10/23-25	Chapter 9 & 10	Executive Summary Due 10/23 (3 COPIES)	Revised Summary Due 10/25
10/30-11/1	Chapter 11	Final Executive Summary Due 11/1	Elevator Pitches 11/1
11/6-8	Chapter 12		<b>Exam chapter 7-12 11/8</b>
11/13-15	Chapter 13 & 14		
11/20-27	Chapter 15 & 16		
11/29	Chapter 17	Team Evaluations Due with your Presentations	Power Point Presentations 11/29
12/4-6		Team Evaluations Due	Power Point Presentations 12/4-6
12/13	Finals Week	TWO EXAMS	<b>Final Chapters1-17 &amp; Exam Chapters13-17</b>
Each week Quizzes on My CR are Due on the Chapters we cover that week			
This schedule is subject to change, especially if we have to cancel a class.			

\*The above syllabus, schedule and procedures are subject to change.