

BUS 10 – Introduction to Business Syllabus

Semester & Year: Fall 2012
Course ID and Section Number: BUS 10 - E2585
Number of Credits/Units: 3.0
Day/Time: MW 10:05AM - 11:30AM
Location: FM Room 203
Instructor's Name: Chris Gaines
Contact Information: Office location: AD 100H
Office hours: M 11:30–12:30, TTH 11:30–1, and by appt
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Course Description (catalog description as described in course outline):

An introduction to the trends and opportunities in today's dynamic global business environment surveying economics, global markets, social responsibility, ownership forms, entrepreneurship, management organization, marketing, accounting and financial management.

Student Learning Outcomes (as described in course outline):

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

- Compare and contrast basic business structures and organizations.

Special accommodations: 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.

Academic Misconduct: 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:
<http://www.redwoods.edu/District/Board/New/Chapter5/Ap5500.pdf>

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.

Additional Policies, Assignments and Grading

In-class Participation Policy: Your presence and participation will greatly benefit the classroom experience for you and your classmates. For this reason, your final grade will be raised if your in-class participation is good, and penalized if your in-class participation is poor.

The following is a breakdown of 50% of your participation grade:

0 to 2 absences	No Deduction
3 or 4 absences	50 Point Deduction
5 or 6 absences	75 Point Deduction
7 or more absences	Please see the “Excessive Absence Policy” below.

Excessive Absence Policy: Missing 7 or more classes in this course will significantly impact your ability to succeed, and thus, is deemed “excessive.” Any student who is absent for 7 or more class sessions will be dropped from the course.

NOTE: If a fellow student signs the attendance sheet for you – you will both lose 100 points from your class total. If you sign the attendance sheet for a day that you were absent – you will lose 100 points.

Participants in intercollegiate events or students with employment conditions that will cause them to miss classes should see me to discuss attendance alternatives. The only exception to this attendance policy is for an unusual emergency, such as a prolonged illness or family emergency.

I will only make allowances for such an emergency if I am notified in **advance** that you will be unable attend class.

Code of Conduct (The “other” 50% of your participation grade): Professional conduct is built upon the idea of mutual respect. One-half of your class participation points will be determined based upon (but not limited to) the following criteria:

- **Attending the class.** Please see attendance policy above.
- **Arriving on time.** Late arrivals are disruptive to both lectures and class discussion, and show disrespect to those who are on time.
- **Participating in the Daily News discussions in class.**
- **Minimizing disruptions.** All cell phones and pagers should be turned off during class. You should not leave and re-enter the class. You should avoid engaging in side conversations after class has begun.
- **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 open a case assigned for that day.

- **Turning off your cell phone (or any other electronic device) prior to class.** Please turn your phones off prior to entering the classroom.
- **RESPECT.** You should act respectfully toward all class participants.

Personal Income Statement Project: The requirements for the Personal Income Statement project, and related assignments, will be discussed at length in class. In brief...you will track all expenses for a month (collecting every receipt) and estimate all sources of income for the month. 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.

New Venture Presentation: The requirements for the New Venture Exercise, and related assignments, will be discussed at length in class. In brief...a portion of each class session will be devoted to discussing the many challenges that an entrepreneur faces when starting a new business. Each team will be required to utilize course concepts, and the group’s collective creativity, to create a hypothetical new venture. At the end of the semester, each team will be required to present their proposed venture to the class.

We will discuss topics related to the "art" of public speaking and the inevitable anxiety that we *all* feel prior to a speech or presentation. It is my hope that we can learn to harness our nerves related to public speaking and support each other in our presentations; as they say, "we are all in this together."

For your presentation, your team will be asked to play the role of the “decision makers” within an entrepreneurial start-up company. You will present your new venture concept to a classroom of potential investors. Your collective creativity, enthusiasm, and thorough research will either convince our class to invest in your new company...or not. We will discuss the requirements of the presentation at length in class. There will be two assignments due prior to your presentation date. These “deadlines” are meant to monitor your progress as a group, and to make sure that you are on the right track. Please refer to the class schedule for the due dates of these assignments.

PLEASE NOTE: Attendance is required for all presentations; there will be no make-up presentations.

Grading (The Bottom Line): Grades will be assigned using the following performance measures:

Participation	100 Points
Midterm Exams (2 total)	200 Points
Team Contract Assignment	10 Points
Personal Income Statement Project	30 Points
Team Presentation – Peer Evaluation	10 Points

Team Presentation	100 Points
Total Points Possible	450 Points

PLEASE NOTE: The above point totals are tentative and subject to change. The final distribution of points may differ in particular categories depending on our progress throughout the semester. However, the above point total is a useful approximation of the requirements for succeeding in this course.

100% - 93%	A	92.9% - 90%	A-	89.9% - 87%	B+
86.9% - 83%	B	82.9% - 80%	B-	79.9% - 77%	C+
76.9% - 70%	C	69.9% - 60%	D	59.9% - 0%	F

If your final grade is “on the bubble” (e.g., 79% or 89%), ***class participation and attendance*** will be the deciding factor.

Schedule of Events

(Tentative - Subject to Change)

DATE	NOTES	EVENTS AND ASSIGNMENTS/ACTIVITY DUE DATES
Monday, August 27, 2012	WELCOME!	<u>Who am I, Who are You, and Where are We Going?</u>
Wednesday, August 29, 2012	Chapter 1	<u>Business Now</u>
Monday, September 03, 2012	HOLIDAY	<u>Labor Day</u>
Wednesday, September 05, 2012	Chapter 2	<u>Economics</u>
Monday, September 10, 2012	Chapter 2	<u>Economics</u>
Wednesday, September 12, 2012	Chapter 3	<u>The World Marketplace</u>
Monday, September 17, 2012	Chapter 3	<u>The World Marketplace</u>
Wednesday, September 19, 2012	Chapter 4	<u>Business Ethics</u>
Monday, September 24, 2012	Chapter 4	<u>Business Ethics</u>
Wednesday, September 26, 2012	Chapter 5	<u>Business Communications</u>
Monday, October 01, 2012	Chapter 5	<u>Business Communications</u>
Wednesday, October 03, 2012	MIDTERM REVIEW	<u>MIDTERM REVIEW</u> <u>Ch. 1-5</u>
Monday, October 08, 2012	MIDTERM	<u>MIDTERM</u> <u>Ch. 1-5</u>
Wednesday, October 10, 2012	Chapter 8	<u>Accounting</u>
Monday, October 15, 2012	Chapter 8	<u>Accounting</u>
Wednesday, October 17, 2012	Chapter 9	<u>Finance</u>

Monday, October 22, 2012	Chapter 9	<u>Finance</u>
Wednesday, October 24, 2012	Chapter 10	<u>Securities</u>
Monday, October 29, 2012	Chapter 10	<u>Securities</u>
Wednesday, October 31, 2012	SPECIAL TOPICS	<u>Special Topics</u>
Monday, November 05, 2012	MIDTERM REVIEW	<u>MIDTERM REVIEW</u> <u>Ch. 8-10</u>
Wednesday, November 07, 2012	MIDTERM	<u>MIDTERM</u> <u>Ch. 8-10</u>
Monday, November 12, 2012	GROUP WORK - ATTENDANCE MANDATORY	<u>TEAM FORMATION</u> <u>Overview of the New Venture Project</u>
Wednesday, November 14, 2012	GROUP WORK - ATTENDANCE MANDATORY	<u>Team Competition - 2 Minute Elevator Pitch</u> <u>Group Work - New Venture Plan Preparation</u>
Monday, November 19, 2012	GROUP WORK	<u>Group Work - Slides 6, 7, 8</u> <u>Environmental Scan, Market Description, and Target Market</u>
Wednesday, November 21, 2012	GROUP WORK	<u>Individual Assignment Due: Stock Market Project Report</u> <u>Group Work - Slides 9, 10, 11</u> <u>Competition, Product Strategy, and Pricing</u>
Monday, November 26, 2012	GROUP WORK	<u>Group Work - Slides 12, 13</u> <u>Promotion and Distribution Strategy</u>
Wednesday, November 28, 2012	GROUP WORK - ATTENDANCE MANDATORY	<u>ROUGH DRAFT: NEW VENTURE POWERPOINT DUE</u> <u>Peer Review of Plan - Rough Draft</u>
Monday, December 03, 2012	PRESENTATIONS	<u>Team New Venture Plan Presentations (Maximum of 3 teams)</u>
Wednesday, December 05, 2012	PRESENTATIONS	<u>Team New Venture Plan Presentations (Maximum of 3 teams)</u>
Monday, December 10, 2012	PRESENTATIONS	<u>Team New Venture Plan Presentations (Maximum of 3 teams)</u>