

<b>Syllabus for: Intro to Business</b>	
<b>Semester &amp; Year:</b>	Fall 2012
<b>Course ID and Section Number:</b>	Bus 10 V2299
<b>Number of Credits/Units:</b>	3
<b>Day/Time:</b>	Virtual course
<b>Location:</b>	
<b>Instructor's Name:</b>	Kristen Luke
<b>Contact Information:</b>	Office location and hours: N/A Phone: N/A Email: Kristen-luke@redwoods.edu
<b>Course Description (catalog description as described in course outline):</b> 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.	
<b>Student Learning Outcomes (as described in course outline) :</b>	
<ol style="list-style-type: none"> <li>1. Identify business trends and strategies and explain how they relate to the global economy.</li> <li>2. Describe and analyze the relationship between business and society - with particular emphasis on local economic development issues.</li> <li>3. Describe and analyze the importance of business ethics and the ability to apply ethical theory to real-world behaviors in business.</li> <li>4. Define business terms and explain their application in a business setting.</li> <li>5. Utilize technology and accounting concepts to understand and manage quantitative data.</li> <li>6. Compare and contrast business entities - with particular emphasis on analyzing the effectiveness of differing business models.</li> <li>7. Design and develop an introductory business project.</li> <li>8. Develop and deliver professional presentation of the business project.</li> <li>9. Develop and utilize workplace skills through participation in a team project.</li> <li>10. Describe and analyze the challenges that all entrepreneurs face when developing a new business.</li> <li>11. Identify academic and career opportunities in the field of business.</li> <li>12. Compare and contrast basic business structures and organizations.</li> </ol>	
<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.

**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://redwoods.edu/District/Board/New/Chapter5/AP%205500%20Conduct%20Code%20final%2002-07-2012.pdf>

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.

# Bus 10, An Introduction to Business

---

## COURSE MATERIALS:

Text: BUSN, Kelly/McGowen, 5<sup>th</sup> edition, Cengage Learning, 2012. ISBN-10: 1-111-82673-0.  
Available at a discounted price from <http://www.cengagebrain.com/>

## COURSE DESCRIPTION:

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.

## GOALS AND EXPECTED OUTCOMES:

Upon completing the course, the student should be able to:

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.

## PREPARATION:

This course is transferable at the university level (UC and CSU transferable). Students should have college-level reading, writing and math skills. This class requires students to have consistent access to the internet (high-speed connection) and basic skills in learning and studying in an online environment. The class uses the MyCR Collaborative Learning Environment built on the Sakai platform. It is recommended that students enroll in the Student Orientation for Online Learning prior to taking any online classes for the first time. Please use the following link to explore this option:

<http://www.redwoods.edu/departments/distance/orientationschedule.asp>

## GRADING:

<i>Item</i>	<i>Points</i>	<i>Percentage of total grade</i>
<b>Discussion forums</b>	300	30%
<b>Weekly quizzes</b>	300	30%
<b>Cash flow project</b>	200	20%
<b>Interviews</b>	200	20%

\* Grading thresholds: A = 93%, A- = 90%, B+ = 87%, B = 83%, B- = 80%, C+ = 77%, C = 70%, D = 60%, F = 59% and below. Grades will be rounded to the nearest whole number percentage.

## COURSEWORK:

Discussion forums: (20 points possible per week x 15 weeks) On Monday of each week, I will post several discussion questions to MyCR relating to the material we will be studying in class for the week. For each response to the discussion questions, you will receive 10 points. You can also receive credit for responding to other students' response for a maximum of 5 points each. Your responses are due Saturday at 11pm.

Discussion responses should be formal and academic in their tone and style. It is expected that proper sentence structure, grammar and spelling are used in the discussions posts and responses to student posts. The length of the discussion post should not exceed 500 words and should be adequate in length to address the question. Responses to student posts should be a paragraph (3-4 sentences).

Weekly quizzes: (20 points possible per quiz x 15 weeks) On Friday of each week, I will post a quiz to MyCR that will test your comprehension of the course material from the week. You will have until Sunday at 11pm to finish the quiz. The format of the quizzes will be true/false, short answer and multiple choice. Please note the format of the quizzes is subject to change at the discretion of the instructor.

Cash flow project: (200 points possible) This project will test your ability to analyze your personal income and expenditures. You will record your monthly income and spending for the month of November. You will review your financial position and look for ways to improve your "bottom-line" by developing a personal budget. More details will be provided later in the course.

Intro to Business

Interviews: (50 points possible for each x 4 interviews) You will complete 4 interviews with 4 different business owners or managers. I will provide details for the format and the actual interview questions later in the course.

**SCHEDULE:**

The below schedule is subject to change. Note the following are not listed but are required along with the posted schedule...discussion responses are due on each Saturday of the week at 11pm. Weekly quizzes are due each Sunday of the week at 11pm.

Week #	Week begins	Text assignment	Other assignments
1. Intro to business & economics	08/26/12	Chapters 1 & 2	
2. Business without borders	09/02/12	Chapter 3	
3. Business Ethics , CSR & communication	09/09/12	Chapter 4 & 5	Interview 1 due 9/15/2012
4. Business formation and intro to business law	09/16/12	Chapter 6 and appendix 2	
5. Entrepreneurship	09/23/12	Chapter 7	
6. Accounting and finance	09/30/12	Chapter 8 & 9	Interview 2 due 10/6/2012
7. Securities markets	10/07/12	Chapter 10	
8. Personal finance	10/14/12	Appendix 3	
9. Marketing and promotion	10/21/12	Chapter 11 & 12	
10. Distribution & pricing	10/28/12	Chapter 13	Interview 3 due 11/3/2012
11. Management, leadership and HR	11/04/12	Chapter 14 & 15	
12. Labor unions	11/11/12	Appendix 1	
13. Information technology	11/18/12	Chapter 16	
14. TBA	11/25/12	TBA	Interview 4 due 12/1/2012
15. Operations management	12/02/12	Chapter 17	
Finals week	12/09-12/15/12	None	Cash flow summary due 12/12/12

## OTHER IMPORTANT DATES:

Last day...

...to drop the course with full refund: 09/07/2012

...to drop without a "W" (no refund): 09/09/2012

...for student initiated drop: 10/26/2012

...to petition for graduation or apply for certificate: 11/02/2012

## POLICIES:

Attendance: This is a virtual lab course and therefore you are expected to be online around 2 to 3 times a week for around 9+ hours per week. Take some extra time during the first few weeks to familiarize yourself with the format of the online course in MyCR. **If you miss 1 of the first 5 assignments you will be dropped from the course.**

Make-up policy: No make-up opportunities will be possible or late work accepted unless there is an extreme circumstance preventing you from completing your work (for example, hospitalization). You are responsible for budgeting your time to allow for technical difficulties (for example, you are having a problem with your home/work internet connection). Extensions will only be given should there be an issue with MyCR.