

Syllabus for: Introduction to Business	
Semester & Year:	Fall 2012
Course ID and Section Number:	BUS 10-V2300
Number of Credits/Units:	3
Day/Time:	On-going
Location:	Virtual Classroom
Instructor's Name:	Sandra Rowan
Contact Information:	Office location and hours: To be arranged Phone: N/A Email: sandra-rowan@redwoods.edu
Course Description (catalog description as described in course outline): An introduction to the trends and opportunities in today's dynamic 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) :	
<ol style="list-style-type: none"> 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, placing 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, placing 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. 	
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://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.

See next page for the specific course syllabus.

BUS 10 ON-LINE COURSE SYLLABUS

COURSE NUMBER/SECTION/TITLE: BUS10 – V2300-2012F - Introduction to Business (Online)

FACULTY MENTOR:

Sandra Rowan, M.B.A.

E-mail: sandra-rowan@redwoods.edu

REQUIRED TEXT:

Textbook: ***BUSN5, Edition***

AUTHORS: Kelly/McGowen - **COPYRIGHT:** 2013, 2012 South-Western, Cengage Learning

Student Edition with CourseMate ISBN: 10: 1-111-82673-0 **OR** 13: 978-1-111-82673-4

Student Edition without CourseMate ISBN: 10: 1-111-82672-2 **OR** 13: 978-1-111-82672-7

The publisher has provided the following information: BUSN 5 (with Introduction to Business CourseMate with eBook Printed Access Card) is the CengageBrain.com product link for this course. Once you click on this link it will direct you to the purchase page of the product adopted for this course.

<http://www.cengagebrain.com/shop/isbn/1111826730?cid=D2S>

Cengage is offering an exclusive promotion for this semester: \$10 off any purchase of \$80 or more with coupon code **FALL2012***

*Coupon code expires 9/30/2012 and excludes Rental, Aplia and Microsite purchases

You are not required to purchase your textbook from Cengage; I am just including the information. As always, the textbook can also be purchased at the campus bookstore.

LEARNING OUTCOMES:

Upon successful completion of Business 10, you should be able to:

- Recognize and understand common business vocabulary
- Understand basic business structures and organizations
- Understand the fundamental relationship between government and business
- Understand the basic principles of business activities and business ethics
- Identify and implement the 4 Ps of Marketing: Product, Price, Promotion, & Place
- Better understand local, county and state business activities
- Evaluate securities (stocks, bonds, money market funds) & investment strategies

HOW TO SUCCEED IN THIS CLASS

I highly recommend that you click on each of the menu buttons located on the left side of your computer when you open this class on MyCR. Review what information is located in that menu. For instance, in the menu button listed as “Resources” you will find the PowerPoints for the chapters, along with other helpful resources. **Each week I will list the assignments for the week on the “Announcements” menu. It is crucial for you to check the announcements regularly.** The following will also help ensure your success in this class.

- 1. Each week, check the announcement page for that week’s required activities.** Several times a week, check for announcements and new assignments, quizzes, and exams on your MyCR BUS 10 site. New assignments, quizzes, or exams are posted no later than Monday and will be due the following Monday by 11:55 p.m. unless otherwise indicated.
- 2. Set aside specific times to work on BUS 10.** Depending upon your reading speed and comprehension, you will probably spend, at a minimum, between 6 and 12 hours a week working on this class. This will include required reading time and research and participation time.
- 3. Keep a calendar with assignments, quizzes, exams, and due dates.** You can keep this information on a paper calendar or datebook, or set up electronic reminders in Microsoft Outlook or almost any e-mail system.
- 4. Get your assignments in on time. Assignments will not be accepted if they are more than one week late.** I deduct points for late assignments (one day late = 10% reduction; more than one day = 25% reduction.)
- 5. Complete quizzes and exams BEFORE the due date.** Quizzes and exams cannot be submitted late. **If you wait until the last minute and experience technical difficulties, I will not extend your deadline. If you e-mail requesting a re-take due to technical difficulties, you need to give me 24 hours notice before the deadline to respond.** If you know you cannot meet a required deadline, you also need to notify me in advance. If you are employed, even if there is a death in the family, you would contact your employer for missed work. I ask for the same consideration. **Notifying me in advance of a pending deadline enables me to work with you for a solution. Do not wait until the day of the quiz/exam to contact me and expect me to extend your deadline.**

The most important piece of advice I can give you is to **STAY CURRENT** in your reading and get your assignments, quizzes and exams in on time! While the on-line environment offers great flexibility, it also demands self-discipline to stay current with the schedule. Once the deadline has passed for assignment submissions, on-line quizzes, exams, or discussion board topics, **there will be no make-ups.** You will generally have at least two weeks to complete each of the written research papers, and usually one full week to take the online quizzes and exams.

I wish you the best with the class and remember to have fun with the material! Do not hesitate to contact me with any questions or concerns. If you have general questions, you may also post them on the message board or the forum entitled “Questions.” Other students may have the same question, or may know the answer.

ASSIGNMENTS, DISCUSSION FORUMS, QUIZZES AND EXAMS:

CITING YOUR SOURCES. You must document all written assignments with Internet source citations including date and time, bibliographies, and references as applicable in completing coursework using the MLA style. Please refer to the MLA Guide (March 2010 version) available at the Library and also posted under Resources. **Plagiarism will not be tolerated, and will result in immediate dismissal from class.**

When Internet research is required to supplement a written assignment that parallels the chapter topic material for any given week, **remember to cite all your research sources!** I will clearly specify the recommended length of each research paper when assigned. All papers should use 12-point font and be double-spaced. I want all of you to get credit for your original work, and other owners of copyrighted materials desire the same.

ASSIGNMENT FILENAMES. You must name all submitted assignments beginning with your last name and first initial, the week number, and assignment name or number. For example:

Example: RowanS-Week 1-Syllabus Quiz

Please put the same filename in the header section of each page of the report.

This naming convention accomplishes two things. First, it identifies the owner of the document. I want to make sure you receive credit for your work! Second, it identifies the assignment number. It is important you name your files in this manner.

Because all students do not use Microsoft Word, it is important to **submit your files in .rtf (rich text format)** so I will be able to open and review the files in Microsoft Word (if you do use MS Word, a .doc file format is fine). I often cannot open files created in Word Perfect or Microsoft Works format. **After you write a paper or complete an assignment, to save the file in .rtf (this stands for rich text format), click on the File/Save As command and choose "rich text format" (.rtf) as the file type. Save the file to your personal computer or flash drive so you can attach it to your submission.** I **will not** accept any assignment saved in a .wps format. If you do not have Microsoft Word, you may download a program called Open Office, which will allow you to create a compatible document that you can save in an .rtf format.

If a student does not submit their assignment using the proper filename and format (.rtf or .doc), I will simply return the assignment. It is the student's responsibility to ensure your assignment is submitted timely. If an assignment is returned to you because you did not save it in the proper format, you must resubmit it before the due date and time in order to receive full credit. If you wait to resubmit the assignment until after the deadline, you will receive a point reduction in your grade. If I do not return the assignment to you in time to resubmit timely, I will provide a date and time for your required resubmission. If you do not resubmit by the deadline provided, you will simply not receive credit for the assignment.

Once you have submitted your assignment, I will grade and return it to you electronically as soon as possible. Depending on the complexity of the assignment, I try to get your work returned within 7 days from the due date. I will also post your grade in the **Gradebook** section of **MyCR**.

ASSIGNMENTS: Each week I will post an announcement specifying what the assignment(s) for the week are, as well as the due dates and possible points. **Assignments must be turned in by the assigned due date to get full credit. You may submit an assignment up to one week late with a reduction in points. For example, if you submit a perfect (A) assignment late, you may only receive a C. I will not accept assignments turned in more than one week past the due date WITHOUT PRIOR INSTRUCTOR APPROVAL.** It is very important to get your assignments in on time!

I understand that emergencies or difficult circumstances arise from time to time. If you have an emergency, and you contact me **BEFORE** an assignment due date, I will consider extending the deadline. My best advice is to not wait until the last minute to complete your assignments.

DISCUSSION FORUMS: Once a discussion forum has closed, there will be no further opportunity to contribute. Only the students who fulfill all the requirements in their post will receive full credit. Please read ALL of the requirements for the weekly discussion forums.

QUIZZES AND EXAMS. No later than Monday of each week, I will post a new on-line quiz or exam on the MyCR site. Some weeks I may post two quizzes if we are covering more than one chapter. Unless otherwise noted, you will have until 11:55 p.m. the following Monday to complete each quiz or exam. By clicking the appropriate "Announcements" link on your MyCR home page, you will find complete instructions for that week's assignment, including the due date and recommended textbook reading schedule.

COURSE GRADES

I will base your grade for this course on these weighted activities:

- written assignments, research papers, formal business communications – 25% of your grade
- weekly discussion threads – 15% of your grade
- online chapter quizzes – 15% of your grade
- exams based on reading assignments – 40% of your grade
- participation points earned– 5% of your grade

The following chart shows the number of points assigned to each activity.

Assignment	Points	Total
4 Assignments including Final Project	25	125
14 Quizzes	10	140
4 Exams	50	200
15 Discussion Forums	5	75
Participation Points	1	15
Total:		555

I RESERVE THE RIGHT TO MAKE CHANGES TO THE SCHEDULE OF ASSIGNMENTS FROM WHICH YOUR GRADE WILL BE BASED.

At the end of the semester, your total weighted averages will be used to obtain the corresponding percentage value. I will convert your percentage grades to letter grades as follows:

100-94	A
93-90	A-
89-87	B+
86-83	B
82-80	B-
79-76	C+
75-70	C
69-60	D
59 or less	F

NOTE: A grade of “D” is not passing in terms of transferability to a four-year college or university.

Exams and Quizzes will be administered electronically via MyCR. While MyCR automatically grades exams and quizzes, I will double-check student responses and override a response that MyCR has deemed “incorrect”. For example, if the answer to a quiz question is “Small Business Administration” and the student answers with “SBA”, MyCR would score that answer as incorrect. Trust me: I am on YOUR side when it comes to fair grading! Contact me via email to have me review a score that you feel is in error.

Participation. The discussion forum is another element in the learning experience and can be quite interesting and stimulating. **I also expect students to be involved in a Discussion Board topic each week when I post a topic if you desire to succeed in this course.** (There may be a few weeks throughout the semester when I do not post a Discussion Board topic). I will post a chapter-related topic and students will have a full week to post their thoughts and views on the Discussion Board. To receive full credit for the assigned points, you must answer the question thoroughly, and in some cases, you must do research to substantiate your answer. **You must also respond to at least one other classmate’s post in order to receive full credit unless otherwise specified.** You may earn a total of 90 points under the discussion and participation section of your grade for the semester. Once a new Discussion board topic posts, I do not allow any more posts for grading purposes on previous topics.

Dropping the class. If you intend to drop this class, you must do so via the “Add/Drop” process Admissions requires. The last day to drop a class with a refund is **Friday, 9/07**, and without a “W” on your transcript, is **Sunday, 9/09**. The last day for student-initiated drops (with a “W” on your transcript) or faculty-initiated drops is **Friday, 11/02/2012**. **I may drop a student from the class after he/she has failed to submit four (4) consecutive, unexcused, required submissions. The submissions may include participation in the discussion forums, taking a quiz or exam, or submitting a written assignment. This is a change from prior years.** Please refer to the Student Handbook for further information.

INITIAL DRAFT – Subject to Change

SCHEDULE OF REQUIRED READING, WRITTEN ASSIGNMENTS, QUIZZES, AND EXAMS FOR THE FALL SEMESTER 2012				
Week – Beginning Date	Assigned Textbook Reading To Be Completed This Week	Quizzes and Exams To Be Completed This Week	Written Assignments Announced this Week* ←→	Due Date of ←→ Posted Assignments
Week 1 – 8/26/12	Chapter 1	Quiz 1 – Syllabus Quiz 2 – (Ch 1)		
Week 2 – 9/02/12	Chapter 2	Quiz 3 – (Ch 2)		
Week 3 – 9/09/12	Chapters 3 and 4	Quiz 4 – (Ch 3) Quiz 5 – (Ch 4)	Final Project Parts 1 and 2 Announced	Part 1 Due September 23rd Part 2 Due December 12th
Week 4 – 9/16/12	Chapter 5	Exam 1 (Ch 1 – 5)	Assigned to Group Project - Appendices	Due December 10th
Week 5 – 9/23/12	Chapter 6	Quiz 6 – (Ch 6)		
Week 6 – 9/30/12	Chapter 7	Quiz 7 – (Ch 7)	Assignment 1 Article Summaries	Due October 22nd
Week 7 – 10/07/12	Chapter 8	Quiz 8 – (Ch 8)	Extra Credit Balance Sheet	Due October 22nd
Week 8 – 10/14/12	Chapter 9	Quiz 9 – (Ch 9)		
Week 9 – 10/21/12	Chapter 10	Exam 2 (Ch 6 - 10)		
Week 10 – 10/28/12	Chapter 11	Quiz 10 – (Ch 11)	Assignment 2 PowerPoint Slides	Due November 26th
Week 11 – 11/04/12	Chapter 12	Quiz 11 – (Ch 12)		
Week 12 – 11/11/12	Chapter 13	Exam 3 (Ch 11 - 13)	Assignment 3 Appendix – Groups	Due December 10th
Week 13 – 11/18/12	Chapter 14	Quiz 12 (Ch 14)		
Week 14 – 11/25/12	Chapters 15 and 16	Quiz 13 (Ch 15) Quiz 14 (Ch 16)		
Week 15 – 12/02/12	Chapter 17	Exam 4 (Ch 14 – 17)		

Week 16 – 12/09/12
Finals Week

Appendices Extra Credit Quizzes – Due by Friday, December 14th, at 11:55 p.m.

Project Due on Monday, December 12th, at 11:55 p.m. I reserve the right to make changes to this schedule including assignments and due dates.

* Assignments will be announced on this date, but are not due until the date posted in the “Due Date” column.

IMPORTANT CHANGE: Faculty members now have the authority to drop students from class for non-participation even after census date up until the last day for voluntary withdrawal from class. If you stop participating, you need to withdraw from the class or I will drop you . Please keep in mind that by law, you may only register for a class three times. If you fail to complete the class, you will have to enroll for that class at another institution.