

Syllabus for: Bus10	
Semester & Year:	Spring 2013
Course ID and Section Number:	E2514 (032514)
Number of Credits/Units:	3
Day/Time:	Tuesday / Thursday 7:35 pm to 9:00 pm
Location:	CR Main Campus; Forum Bldg Room FM107
Instructor's Name:	Laura A Wolfsen
Contact Information:	Office location and hours: ½ hour before and after class or by appointment. Phone: 707-476-4100 ext. 3084 Email: laura-wolfesen@redwoods.edu (preferred)
Course Description:	
<p>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.</p>	
Student Learning Outcomes :	
<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 - 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. 	

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.

COLLEGE OF THE REDWOODS BUSINESS DEPARTMENT

(Please Note: This syllabus is subject to change)

Course Number: BUS 10 Syllabus, Spring 2013

Course Title: Introduction to Business (E2514)

Lecture: 2 session weekly; 3 Units

Tuesday & Thursday, 7:35 – 9:00 pm

Location: Main Eureka Campus, Forum Building, Room FM104

Pre-requisites: None. Engl-150 or equivalent is recommended.

Instructor: Laura Wolfsen, BS Business; MBA

Office Hours: Half hour before & after class, and by appointment

Phone: 707-476-4100 ext. 3084

Email: laura-wolfesen@redwoods.edu (Email is the best way to contact me.)

Course Description

This course is 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.

Text

Required:

BUSN5. Marce Kelly & Jim McGowen, South-Western, Cengage Learning.
(ISBN-10: 1-111-82672-2)

Other recommended: None

Course Objectives

Upon successful completion of this course, the student will be able to:

- Come away with a basic "big picture" understanding of business.
- Receive an introduction to the fundamental components of business and understand what links them together.
- Complete a business evaluation project.
- Prepare and present a business presentation.
- Apply small group communication techniques in teamwork assignments.

Organization of Course

Participation

Students are expected to attend all lectures, as attendance is required. Participation is a critical part of the learning process and is closely associated with attendance. Lack of participation and excessive absences will jeopardize the status of the student in that course objectives may not be met. For this reason, your attendance will affect your grade as follows:

- 0-4 absences – No Deduction, positive bubble impact
- >5 absences – Negative bubble impact

The only exception to this policy is for an emergency. In that case, you need to notify me in **advance** that you will be unable to attend class.

Teaching/Learning Methodologies

Student participation is critical to the overall success of the class. Active involvement in the learning process is essential. Instructors serve as facilitators of learning and engage students in a variety of activities to promote the acquisition of business skills. Reading course materials is essential to achieving subject matter mastery, and students should come to class prepared.

Though lecture is an important element of the classroom experience, additional participative activities (e.g. discussion, reflection and application) enhance the learning process. Each member of the class, instructor and student alike, is responsible for creating an effective and enjoyable learning environment.

Note: If you are having difficulty with course content or assignments, please make an appointment with your instructor immediately.

Students with special needs will be accommodated. Please let your instructor know about any special needs that you may have and contact College of the Redwoods' Disabled Student Programs and Services (DSPS) at 707-476-4280 for information and assistance with support services.

Classroom Conduct (Reference Student Code of Conduct in College of the Redwoods 2012-2013 Catalog)

- Attendance - Please be prompt and arrive to class on time. Late arrivals are disruptive to both lectures and class discussion and show disrespect to those who are on time.
- Be prepared for class.
- **No Cell Phones** - Please turn off your cell phone (or any other electronic devices) prior to entering class.
- Respect all class participants.
- No sunglasses are to be worn in the classroom.
- Students missing more than five consecutive class sessions will be dropped from the class.

Grading

- Evaluation will be based on quizzes, assignments, midterm and final examination.
- Sakai's MyCR will be utilized to post class lecture slides and track student progress. The results of all quizzes, exams and assignments will be posted on MyCR.
- Exams – The midterm and final are 100 points each are not cumulative; each exam will contain a bonus Essay Question worth up to four bonus points. Questions will be variable.

Percentage of Grade:

Quizzes	20%
Assignments	20%
Midterm	30%
Final	<u>30%</u>
	100%

Grading Scale:	93-100%	=	A	90-92%	=	A-		
	83-86%	=	B	87-89%	=	B+	80-82%	= B-
	70-76%	=	C	77-79%	=	C+		
	60-69%	=	D					

If your final grade is on the "bubble" (e.g., 79% or 89%, **class participation and attendance will be the deciding factor.** Extra credit is at the Instructor's discretion.

Quizzes & Assignments

- Five quizzes with the lowest score deleted from final grade calculation. No make-up quizzes will be administered.
- Written Assignments are due at the beginning of class.
 - There are 3 project assignments. (Assignments total 20% of the grade.) Assignment #1 is an individual investment project (60 pts); Assignment #2 is a Team effort creating a Product Market Strategy (100 pts); Assignment #3 is a Virtual Assignment (30 pts).
 - For unexcused tardiness and unexcused absences, assignments submitted after class begins will be considered late. Late assignments will receive 50% credit. Any assignment turned in more than one week late will receive no credit. For excused tardiness and excused absences a two-hour notification prior to class is required via e-mail. Midterm and Final exams **cannot** be made-up.
- Attendance is required for all presentations. There will be no make-up presentations. It is expected you will attend your fellow classmates' presentations as a professional courtesy – even if you have already completed your presentation.

Assignment, Quiz and Exam Blueprint

All quizzes are generally scheduled as on-line activities and are 10 points each, lowest score dropped. Quizzes are available on-line for several days. Missed quizzes cannot be made up without prior arrangements. The three assignment projects total 185 points. Exams (midterm & final) are not cumulative. Extra points – midterm & final will include up to four bonus points each in the form of an Essay question. Other extra points are at the discretion of the instructor.

Students are responsible for information about academic dishonesty and plagiarism as stated in the 2012-2013 College of the Redwoods Catalog. Academic dishonesty will not be tolerated.

Please review the policy for "Incomplete" grade assignments as described in the 2012-2013 College of the Redwoods Catalog.

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|---|---------------------------|
| Quiz #1 (1/24) – 10 points | Topic: Chapters 1 & 2 |
| Quiz #2 (2/7) – 10 points | Topic: Chapter 6 & 11 |
| Midterm (3/7) – 100 points | |
| Not comprehensive – Chapters 1-3; 6, 11-14 | |
| Bonus – Essay Question – up to 4 points | |
| Assignment #3 (3/21) – 30 points | Topic: Ethics - Chapter 4 |
| Quiz #3 (3/21) – 10 points | Topic: Chapter 5 |
| Assignment #1 (4/2 & 4/4) - 100 points | |
| Topic: Marketing Project Presentations | |
| Quiz #4 (4/11) – 10 points | Topic : Chapters 8 & 9 |
| Quiz #5 (4/25) – 10 points | Topic: Chapters 15 & 16 |
| Assignment #2 (4/30) - 60 points | |
| Topic: Investment Project Presentations | |
| Final Exam (5/7) – 100 points | |
| Not comprehensive – Chapters 4&5, 7-10, 15&16 | |
| Bonus –Essay Question – up to 4 points | |

I want every student to succeed in this class and to enjoy your learning experience. Please feel free to talk with me to discuss your progress throughout the semester.

BUS10 SCHEDULE* - SPRING 2013

DATE	Exams, etc.	TOPIC	Reading Assignment
Week 1 1/15 & 17	Welcome Intro Assignment	Orientation to the Course Investment Project Business Now: Change is the Only Constant	Syllabus Chap 1
Week 2 1/22 & 1/24	Quiz #1 Ch 1-2	Business Now: Change is the Only Constant Economics: The Framework for Business	Chap 2
Week 3 1/29 & 1/31		The World Marketplace - Business without Borders Business Formation	Chap 3 Chap 6
Week 4 2/5 & 2/7	Quiz #2 Ch 6&11	Marketing	Chap 11
Week 5 2/12 & 2/14	Marketing Project	Product & Promotion Form Marketing Project Teams	Chap 12
Week 6 2/19 & 2/21		Distribution & Pricing Marketing Project Team Study Groups	Chap 13
Week 7 2/26 & 2/28		Management, Motivation & Leadership Marketing Project Team Study Groups	Chap 14
Week 8 3/5 & 3/7	Midterm	Midterm Exam Review MIDTERM EXAM (Chapters 1-3, 6, 11-14)	
Week 9 3/12 & 3/14		Spring Break	
Week 10 3/19 & 3/21	Ethics Assignment Quiz #3 Ch 5	Business Ethics Business Communication	Chap 4 Chap 5
Week 11 3/26 & 3/28		Small Business & Entrepreneurship	Chap 7
Week 12 4/2 & 4/4	Marketing Project Presentations	MARKETING PROJECT PRESENTATIONS	
Week 13 4/9 & 4/11	Quiz #4 Ch 8-9	Accounting by the Numbers Finance: Acquiring & Using Funds to Maximize Value	Chap 8 Chap 9
Week 14 4/16 & 4/18		Securities Markets	Chap 10
Week 15 4/23 & 4/25	Quiz #5 Ch 15-16	Human Resource Management Managing Information & Technology	Chap 15 Chap 16
Week 16 4/30 & 5/2	Presentations Final Review	Investment Project Presentations Final Exam Preview	
Week 17 5/7	Final Exam	FINAL EXAM: 7:45-9:45pm (Chapters 4, 5, 7-10,15,16)	

***Please Note: This schedule is tentative and subject to change.**