

BUS-10 Section E3310-Spring 2013

The following is the required syllabus attachment.

Syllabus for: Introduction to Business	
Semester & Year:	Spring 2013
Course ID and Section Number:	BUS 10-E3310
Number of Credits/Units:	3
Day/Time:	MW 11:40 a.m. – 1:05 p.m.
Location:	FM 100
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.

COURSE NUMBER/SECTION/TITLE: BUS10 – E3310-2013S - Introduction to Business

FACULTY MENTOR: Sandra Rowan, M.B.A.

E-mail: sandra-rowan@redwoods.edu

OFFICE HOURS: To be arranged as needed. Please contact me.

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>

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

POLICIES AND PROCEDURES

Attendance Policy:

Participation is an important aspect of an interactive learning environment, and your presence and active participation enhances the classroom experience for you and your classmates. In order to earn points for participation, you must be present in class. I understand that sometimes things happen beyond our control; therefore, I am willing to award/deduct participation points as follows:

1 unexcused absence: 25 Extra Credit Points
2 – 3 unexcused absences: No Deduction
4 unexcused absences: 25 Point Deduction
5 – 6 unexcused absences: 50 Point Deduction
6 + unexcused absences may result in my dropping you from the class*
* Faculty may drop students for non-participation through 3/29/2013.

Special Circumstances:

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. It is important that you communicate these issues to me **PRIOR** to missing class.

I will only make allowances for such an emergency if I am notified **in advance** that you will be unable to attend class. Please contact me by sending a Message on MyCR if you will not be attending class due to a special circumstance. I receive many e-mails and I do not want yours to end up in my spam file. I am teaching more than one section of BUS-10, so by contacting me through the Message menu on MyCR, I will know instantly which class you are in.

Code of Conduct (Class Participation):

Professional conduct is built upon the idea of mutual respect. Respect is demonstrated by active listening and tolerance for differing viewpoints. Your class participation grade will be determined based upon (but not limited to) the following criteria:

- **Attending the class.** See the 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. During presentations, please wait until the conclusion to enter the class.
- **Participation in the “Daily News” discussion in class.**
- **Minimizing disruptions.** **All cell phones and pagers should be turned off during class.** You should not leave and re-enter the class if you take the call. Avoid engaging in side conversations after class has begun, as it shows disrespect for those who want to listen and learn.
- **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 discuss or present any assignment due that day.
- **RESPECT.** You should act respectfully toward all class participants. Active listening is a developed skill and demonstrates respect for the speaker. I also ask that you exercise tolerance for different points of view. By considering others’ viewpoints, it helps us clarify our own.

New Venture Exercise (Related Assignments and Final Paper):

The requirements for the New Venture Exercise, and all related assignments, will be discussed at length in class. In brief, once groups are assigned, 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 business venture. At the end of the semester, each team will be required to present their proposed venture to the class.

New Venture Presentation:

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 transform our nervous anxiety related to public speaking into an impetus for learning and supporting each other in our presentations.

For your presentation, your team will be 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 the class to invest in your new company . . . or not. We will discuss the requirements of the presentation at length in class. There will be four assignments due prior to your presentation date. These “deadlines” help your group keep on track for a successful group experience and for completion of your project components by the required dates. Please refer to the class schedule for the due dates of these assignments.

PLEASE NOTE: Attendance is required for all students for all presentations; there will be no make-up presentations. The groups will be investing both time and energy into presenting their business venture ideas; therefore, I want all students to be present for these presentations.

Grading Policy:

I assign grades using the following performance measures:

Participation	100 Points
Assignments	75 Points
In-Class Exercises	50 Points
Syllabus and Chapter Quizzes	150 Points
Midterm Exams (2 Total)	200 Points
Team Contract Assignment	25 Points
Team Paper - Rough Draft - Peer Evaluation	50 Points
Team Paper – Executive Summary Final Draft	100 Points
Team Presentation Elevator Pitch	50 Points
Team Presentation – Final Project	150 Points
Total Points Possible	950 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.

Percentage	Grade Equivalent
94% - 100%	A
90% - 93%	A-
88% - 89%	B+
84% - 87%	B
80% - 83%	B-
78% - 79%	C+
74% - 77%	C
70% - 73%	C-
68% - 69%	D+
64% - 67%	D
60% - 63%	D-
59.9% or less	F

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

ASSIGNMENTS, QUIZZES AND EXAMS:

Assignments:

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. Copying and pasting information from the Internet, without citing the source and using quotations, is considered plagiarism.**

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.

Quizzes and Exams:

All quizzes will be taken on-line and will be posted on the MyCR site. When you log-in to MyCR, you will find the quizzes in the Menu listed as Tests & Quizzes. The quizzes will be multiple-choice and will consist of 10 questions. You will be allowed to use your book, but you will be timed. If you haven't read the chapter already, you will not have enough time to look up all the answers during the quiz. The midterm exams will be taken during class and you will be required to bring a scantron and a #2 pencil to class on exam days.

I will outline quiz deadlines in the schedule to help you plan your "quiz taking" according to our progress in the class. Please review the Schedule of Events for the required chapters covered by each midterm. This will be provided on the first day of class.

USING MyCR

I will post announcements, assignments and reminders, resource materials and links, and grades on MyCR. We will go over the procedure for accessing this information during class.

HOW TO SUCCEED IN THIS CLASS

It is my hope that this introduction to the world of business is both a learning and fun experience. Please feel free to contact me to discuss your progress in the course. You will find that I am willing to listen, even if you disagree with my policy or a grade I have assigned. Present your reasoned rationale in a professional and respectful manner, and I may be willing to change the policy or grade. Mutual respect is essential.

I reserve the right to adjust this syllabus, including the schedule of events and the grading components. Any changes will be communicated.