

The following is the required syllabus attachment.

Syllabus for: Introduction to Business	
Semester & Year:	Summer 2013
Course ID and Section Number:	BUS 10-V3945X
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) : (Subject to change)	
<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 contact me or contact Disabled Students Programs and Services. Students may make requests for alternative media by contacting DSPPS.	

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 – V3945-2013X - Introduction to Business (On-line)

FACULTY MENTOR: Sandra Rowan, M.B.A.
E-mail: sandra-rowan@redwoods.edu
(preferred method of contact)

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. Textbooks are on reserve at the Eureka main campus and also at the Fort Bragg campus library.

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 10 and 15 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.** **Written 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 were employed, even if there was 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. 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.

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

Examples: RowanS-Syllabus Quiz RowanS-Assignment 1 – Article Summaries

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 and send you a Message to resubmit the work. 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 within 24 hours in order to receive full credit. If you wait to resubmit the assignment until after the 24 hour resubmission time, it will result in reduction in your grade. 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 10 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. I usually number the items so it will be easy for you to check off that you have completed all the requirements. Please read ALL of the requirements for the weekly discussion forums.

QUIZZES AND EXAMS. No later than Monday evening 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 activities:

- written assignments, research papers, formal business communications
- online chapter quizzes
- exams based on reading assignments
- participation points earned

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

Assignment	Points	Total
4 Assignments including Final Project	25	125
15 Quizzes	10	150
4 Exams	50	200
15 Discussion Forums	5	75
Participation Points	1	15
Total:		565

I RESERVE THE RIGHT TO MAKE CHANGES TO THE SCHEDULE OF ASSIGNMENTS FROM WHICH YOUR GRADE WILL BE BASED, INCLUDING NUMBER OF ASSIGNMENTS, QUIZZES, EXAMS, AND FORUMS.

At the end of the semester, your total points will be used to determine your grade. Your points will be converted to percentages and your grade will be determined 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”. Except for the syllabus quiz, all quizzes and exams will be multiple choice. The syllabus quiz may include multiple choice, fill in the blank, or short answer. I review the syllabus quiz because sometimes the electronic grading marks an answer incorrectly if a word is misspelled, or a date is not input exactly. Trust me: I am on YOUR side when it comes to fair grading! Please contact me via Messages to have me review a score that you feel is in error.

Participation. The discussion forum is another REQUIRED 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 with a passing grade in this course.** (There may be a week during 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. **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 since faculty could only drop students at census if the student showed a pattern of not participating. Faculty can now drop students up until the last date to voluntarily withdraw from a class if a student fails to meet the required participation guidelines.** Please refer to the Student Handbook for further information.

I reserve the right to make changes as necessary to any part of this syllabus. If I make a change, I commit to notifying the students of these changes.

V3945-2013X Intro to Business - Sandra Rowan, M.B.A.

**SCHEDULE OF REQUIRED READING, WRITTEN ASSIGNMENTS, QUIZZES, AND EXAMS
FOR SUMMER SESSION I - 2013**

Week – Begins Date	Assigned Textbook Reading To Be Completed This Week	Quizzes and Exams To Be Completed This Week	Written Assignments Announced During this Week*	Due Date of ← Posted Assignments	Discussion Forums as Announced
Week 1 – 6/17/2013	Syllabus Chapter 1 Chapter 2 Chapter 3	Syllabus Quiz Ch 1 Quiz Ch 2 Quiz Ch 3 Quiz		All Quizzes Due 6/24/2013	Introduction and Choice of Forums Announced
Week 2 – 6/24/2013	Chapter 4 Chapter 5	Ch 4 Quiz Ch 5 Quiz Exam 1 – (Ch 1 - 5)	Final Project Parts 1 and 2 Announced	Final Part 1 Due 7/01/2013 Part 2 Due 8/005/2013 <u>Quizzes Due 6/28/2013</u> Exam Due 7/01	Choice of Forums Announced
Week 3 – 7/01/2013	Chapter 6 Chapter 7 Chapter 8	Ch 6 Quiz Ch 7 Quiz Ch 8 Quiz	Assignment 1 Article Summaries	<u>Quizzes Due 7/08</u> Assignment 1 Due 7/15	Choice of Forums Announced
Week 4 – 7/08/2013	Chapter 9 Chapter 10	Ch 9 Quiz Ch 10 Quiz Exam 2 – (Ch 6 - 10)		<u>Quizzes Due 7/12</u> Exam Due 7/15	Choice of Forums Announced
Week 5 – 7/15/2013	Chapter 11 Chapter 12 Chapter 13	Ch 11 Quiz Ch 12 Quiz Ch 13 Quiz	Assignment 2 PowerPoint Slide Presentation	<u>Quizzes Due 7/22/2013</u> Assignment 2 Due 7/29/2013	Choice of Forums Announced
Week 6 – 7/22/2013	Chapter 14 Chapter 15	Ch 14 Quiz <u>Ch 15 Quiz</u> Exam 3 - (Ch 11 - 15)		<u>Quizzes Due 7/26</u> Exam Due 7/29/2013	Choice of Forums Announced
Week 7 – 7/29/2013	Chapter 16 Chapter 17 Appendices	Ch 16 Quiz <u>Ch 17 Quiz</u> Exam 4 - (Ch 16 - 17) Appendix Quiz* (*Choice for Extra Credit)		<u>Quizzes Due 8/02/2013</u> Exam 4 Due 8/05/2013 by	Choice of Forums Announced
Week 8 – 8/05/2013	Final Group Project Due on Monday, August 5, 2013 at 11:55 p.m. *Extra Credit Quizzes due by Thursday, August 8, 2013 at 12:00 NOON. I reserve the right to make any changes to this schedule including, but not limited to, assignments and due dates. Grades due 8/09/2013				Choice of Forums Announced

NOTE: All Quizzes, Exams, Assignments, and Discussion Forums are Due by 11:55 p.m. unless otherwise specified.