

<b>Syllabus for: Introduction to Business</b>	
<b>Semester &amp; Year:</b>	Spring 2014
<b>Course ID and Section Number:</b>	BUS 10-V4596
<b>Number of Credits/Units:</b>	3
<b>Day/Time:</b>	On-going
<b>Location:</b>	Virtual Classroom
<b>Instructor's Name:</b>	Sandra Rowan
<b>Contact Information:</b>	Office location and hours: To be arranged Phone: N/A Email: sandra-rowan@redwoods.edu
<b>Course Description (catalog description as described in course outline):</b> 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.	
<b>Student Learning Outcomes (as described in course outline) :</b>	
<ol style="list-style-type: none"> <li>1. Analyze situations and apply business terms and concepts to make business decisions.</li> <li>2. Communicate effectively as writers, listeners, and speakers in social and business settings.</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.	
<b>Academic Misconduct:</b> 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.	
<p>The student code of conduct is available on the College of the Redwoods website at:  <a href="http://redwoods.edu/District/Board/New/Chapter5/AP%205500%20Conduct%20Code%20final%2002-07-2012.pdf">http://redwoods.edu/District/Board/New/Chapter5/AP%205500%20Conduct%20Code%20final%2002-07-2012.pdf</a></p> <p>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.</p>	
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 ON-LINE COURSE SYLLABUS

**COURSE NUMBER/SECTION/TITLE: BUS10 – V4596-2014S - Introduction to Business (On-line)**

**FACULTY MENTOR:** Sandra Rowan, M.B.A.  
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**REQUIRED TEXT:** Textbook: **BUSN, 6th Edition**

**AUTHORS:** Kelly/McGowen/Williams - **COPYRIGHT:** 2014, 2013 South-Western, Cengage Learning

**Student Edition with CourseMate ISBN:** 10: 1-133-18892-3 **OR** 13: 978-1-133-18892-6

**Student Edition without CourseMate ISBN:** 10: 1-133-18893-1 **OR** 13: 978-1-133-18893-3

The publisher has provided the following information: BUSN 6 (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/search/9781133188926>

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 in 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 updated 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. **I also communicate information to you through the Messages menu in MyCR.**

**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.** 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.) Communicate with me if you are experiencing a hardship that may prevent you from timely completing an assignment. Don't wait until the due date or when the due date has already passed to tell me.

**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. 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, the week number, 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 sometimes 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. **The only exception to this is the stock assignment chart that can be submitted in an Excel spreadsheet or in rich text 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 my specified deadline in order to receive full credit. If you wait to resubmit the assignment until after that time, it will result in a reduction in your grade or you might not receive credit at all.

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 is, 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. The key is communication. Please keep me informed of any difficulties that may prevent you from achieving success so I can help you or direct you to someone who can.

**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. If there is a delay on my part in posting a requirement, I will extend the deadline for submission.

## 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
3 Assignments Final Project	25	75
Final Project (2 parts)	50	50
15 Quizzes	10	150
4 Exams	50	200
15 Discussion Forums*	10+	150+
Participation Points	2	30
<b>Total:</b>		<b>655+</b>

\* Minimum amount of points per forum, although several forums are worth more points.

**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 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 minimum of 180 points combined 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, 1/31**, and to drop without a “W” on your transcript (but no refund), is **Sunday, 2/02**. **Census date is 2/03.** The **last day for student-initiated drops (with a “W” on your transcript) or faculty-initiated drops is Friday, 4/04/2014.** **I may drop a student from the class after he/she has failed to submit four (3) consecutive, unexcused, required submissions, or failed to participate in 11 discussion forums. 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 4/04/2014, 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.**

See the following page for the schedule of activities, assignments, and quizzes/exams.

**Read the Chart across for the weekly requirements, (including assignments with posted due dates.)**

**SCHEDULE OF REQUIRED READING, WRITTEN ASSIGNMENTS, QUIZZES, AND EXAMS FOR THE SPRING SEMESTER 2014**

<b>Week – Begins on Monday</b>	<b>Assigned Textbook Reading To Be Completed During This Week</b>	<b>Quizzes and Exams To Be Completed This Week ↓</b>	<b>Specific Assignments* Announced here ↓</b>	<b>Due Date of these Posted Assignments Listed Here ↓</b>
Week 1 – 01/20/2014	Chapter 1	Quiz 1 – Syllabus Quiz 2 – (Ch 1)		
Week 2 – 01/27/2014	Chapter 2	Quiz 3 – (Ch 2)		
Week 3 – 02/03/2014	Chapters 3 and 4	Quiz 4 – (Ch 3) Quiz 5 – (Ch 4)	<b>Final Project Parts 1 and 2 Announced →</b>	Part 1 Due February 17th Part 2 Due May 5th
Week 4 – 02/10/2014	Chapter 5	<b>Exam 1 (Ch 1 – 5)</b>	<b>Assigned to Group Project - Appendices</b>	<b>Group Project Due May 5th</b>
Week 5 – 02/17/2014	Chapter 6	Quiz 6 – (Ch 6)	<b>Assignment 1 - Article Summaries →</b>	<b>Due March 10th</b>
Week 6 – 02/24/2014	Chapter 7	Quiz 7 – (Ch 7)		
Week 7 – 03/03/2014	Chapter 8	Quiz 8 – (Ch 8)	<b>Extra Credit Balance Sheet</b>	<b>Due March 10th</b>
Week 8 – 03/10/2014	Chapter 9	Quiz 9 – (Ch 9)		
3/17/14 – 3/21/14	<b>SPRING BREAK</b>	<b>SPRING BREAK</b>	<b>SPRING BREAK</b>	<b>SPRING BREAK</b>
Week 9 – 03/24/2014	Chapter 10	<b>Exam 2 (Ch 6 - 10)</b>	<b>Assignment 2 PowerPoint Slides →</b>	<b>Due April 21st</b>
Week 10 – 03/31/2014	Chapter 11	Quiz 10 – (Ch 11)		
Week 11 – 04/07/2014	Chapter 12	Quiz 11 – (Ch 12)	<b>Assignment 3 Appendix – Groups →</b>	<b>Due May 5th</b>
Week 12 – 04/14/2014	Chapter 13	Quiz 12 – (Ch 13) <b>Exam 3 (Ch 11 – 13)</b>		
Week 13 – 04/21/2014	Chapter 14	Quiz 13 (Ch 14)		
Week 14 – 04/28/2014	Chapters 15 and 16	Quiz 14 (Ch 15) Quiz 15 (Ch 16)		
Week 15 – 5/05/2014	Chapter 17	<b>Exam 4 (Ch 14 – 17)</b>		
Week 16 – 05/12/2014 Finals Week	<b>Appendices Extra Credit Quizzes – Due Thursday, May 15th, at 12:00 NOON</b> <b>Part 2 of the Final Project is Due on Monday May 5th, at 11:55 p.m.</b> <b>I reserve the right to make changes to this schedule including assignments and due dates. Always check the weekly announcement.</b>			

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

**As you read this syllabus, please read across the chart. The first column lists the week of class. The second column lists the chapters we will be reading and discussing that week. The third column shows the quizzes and/or exams that are scheduled that week. The fourth column shows the additional written assignments announced that week, if any. The last column shows the due date of the assignments announced in the previous column. For instance, in Week 9, I will announce Assignment 2– the PowerPoint slides assignment, which will be due April 21st. In Week 12, we will be reading Chapter 13. We will have a quiz over Chapter 13 and Exam 3, which will cover chapters 11 – 13. If you have questions about how to interpret this schedule of activities, please contact me.**

**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 (April 4th). If you stop participating, you need to withdraw from the class through Web Advisor, 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.**