


## COLLEGE OF THE REDWOODS

Course/Section#	<b>BUS 10 / Section # E6287 &amp; E6289</b>
Semester/Year	<b>Fall 2014</b> <span style="float: right;"><b>Units: 3</b></span>
Lecture Hours	<b>6287 Tuesday &amp; Thursday Room HU 129 10:05am to 11:30am</b> <b>6289 Tuesday &amp; Thursday Room HU 110 11:05am to 1:05am</b>
	<b>BUSN 7 (with CourseMate Printed Access Card), 7th Edition</b> <b>Marcella Kelly; Jim McGowen; Chuck Williams</b> ISBN-10: 1-285-18782-2 ISBN-13: 978-1-285-18782-2
Final Exam Date	<b>Final Exams are approximately: 6287; 12/11 Thursday 10:45-12:45</b> <b>6289; 12/9 Tuesday 10:45-12:45</b>
Instructor/Phone	<b>Sid Anderson</b> <b>Phone: text or call: 599-3320</b> <b>e-mail: <a href="mailto:sid@mingtree.com">sid@mingtree.com</a> or <a href="mailto:sid-anderson@redwoods.edu">sid-anderson@redwoods.edu</a></b>
Office & Hours	<b>Adm Busn/Tech: 1hr before or after class: by appointment</b>
<b>SYLLABUS FOR BUSN 10</b>	

**Course Description:** 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

**STUDENT LEARNING OUTCOMES:**

1. Analyze situations and apply business terms and concepts to make business decisions.
2. Communicate effectively as writers, listeners, and speakers in social and business settings

**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.

Access to the online learning assets for BUSN is only available through the purchase of a NEW book. Online access is NOT sold separately; students who choose to buy a used book will not be able to benefit from our engaging online resources such as cell phone quizzes, video clips, MP3 files, online quizzes and more.

**DESCRIPTION:** 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

**COURSE LEARNING OUTCOMES:**

3. Analyze situations and apply business terms and concepts to make business decisions.
4. Communicate effectively as writers, listeners, and speakers in social and business settings

**COURSE CONTENT AND CONCEPTS:**

1. Foundations of domestic and global business.
2. Economic foundations.
3. Ethical and social responsibilities of business.
4. Forms of business enterprise.
5. International business.
6. Management, leadership and motivation.
7. Marketing and consumer behavior.
8. Accounting and financial management.
9. Securities markets and the financial system

**COURSE ISSUES:**

1. Ethical behavior in business is not a simplistic undertaking. There are many "gray areas" that we all must face in determining ethical business practices.
2. The opportunities and challenges posed by globalization (and the increasingly scarce resource base that supports it) will be a primary focus of business in the 21st century.
3. Team members (and business partners) usually possess different skill sets and embody different work ethics.
4. In the 21st century, team-based problem solving at a global level will be the norm.

**COURSE THEMES:**

1. Interconnectivity between business and local, state, national, and global environments.
2. Importance of ethical business practices - identifying "grey areas."
3. The important role of business in rural economies.
4. The relationship between economic development and general standard of living.
5. Ever-changing societal wants and needs as the ultimate determinant of all business success and/or failure.
6. The fact that business can be fun, rewarding, and beneficial to society

**COURSE SKILLS:**

1. Read and understand assignments.
2. Read and understand core concepts of the text or supplementary handouts.
3. Work as a productive member of a team.
4. Attend class regularly and be an active participant in class discussions.
5. Respond to complex readings through discussion and analysis.

6. Access data from various sources - with emphasis on internet technologies.
7. Organize and present a compelling presentation to the class.  
Use the Microsoft Office suite (or equivalent) to complete course assignments

#### REPRESENTATIVE LEARNING ACTIVITIES:

1. Listening to lectures.
2. Analyzing case studies.
3. Participating in group discussion and / or activities.
4. Listening to guest speakers from the local business community.
5. Participating in a group business or marketing plan exercise.
6. Participating in class debates on key topics in business.
7. Participating in a group project aimed at introducing a new venture to the local marketplace.
8. Developing an electronic presentation for the business project.
9. Analyzing daily news stories and relating the current events to course concepts.

#### ASSESSMENT TASKS:

1. Written exams that include objective, short answer and problem-solving questions.
2. Participation as a team member in a semester-long business exercise.
3. Homework assignments that require students to independently demonstrate their knowledge of course material.
4. Library and internet research will be required for successful completion of homework assignments and the business project.
5. Prepare and deliver the business project in an electronic presentation.
6. Daily news analysis and oral presentation / debate.

#### SUMMARY / PROPOSED OUTCOMES:

1. *Students will "communicate complex aesthetic, cultural and intellectual ideas" through analysis and reporting of global business practices, ethical and socially responsible business behaviors, and demographic, psychographic and geographic consumer profiles*
2. *Students will "use problem-solving skills effectively" by analyzing data from multiple sources and determining the most appropriate course of action for a hypothetical or existing business*
3. *Students will "analyze issues from multiple perspectives" by surveying cultural norms and business practices from differing regions of the world and determining the most appropriate business strategies for each*

**HOMEWORK & QUIZZES:** Homework, on-line essays, & quizzes will be assigned. Your grade will be largely based on Exams, Quizzes, New Venture Project, Cash Flow Project, Essays, Class, and Team participation. Any student who attends regularly, participates eagerly, and clearly understands the concepts presented, and passes the New Venture project, quizzes and exams should receive a satisfactory grade. You will need scantron sheets for exams.

#### **COURSEWORK:**

Chapter Quizzes on My CR: For each chapter, there will be an open book quiz on the My CR site. <http://www.redwoods.edu> Quizzes will be due Sunday night by 11pm. Once you start a quiz, you will only have 1 hour to complete it. There will be 20 multiple choice questions on each quiz. –. There will be no make-up quizzes. Make a copy to help you study for your exams.

**Exams:** We will have three to four exams over the course of the semester. For each exam, you can have a two-page, handwritten "cheat sheet" (double-sided, letter size). Several of the questions on each exam will come directly from the chapter quizzes. The others will be similar learning objective multiple choice questions and possibly some essay questions. There will be a final exam based on concepts from the quizzes and prior exams.

**Personal Note:** You will draft a letter stating your qualities and skills that would make you a qualified for a position in the field you are entering. This is not a resume but a conversational piece that you talk about why you are qualified and what you have done to prove those qualifications.

**Personal Cash Flow Project:** You will record all your income and spending during one month. These must be formatted with the categories of spending I will give you. We will discuss the importance of understanding your current financial position prior to creating and committing to a personal budget. After reviewing your current financial situation, you will analyze ways in which you can improve your “bottom line” through a personal budget. Details will be in MYCR under Assignments..

**Essays:** There will be three of these throughout the semester.

**New Venture Project:** (Create a New Business) I will be giving a lecture and handout describing the New Venture Project in more detail. You will join or be assigned to a team with several classmates (4 to 8 people) on that day, so attendance is crucial. You may select who you would like to work with and submit those names to me at the beginning of that class. (Important for team members to be able to meet at the same times). Each team will be required to utilize course concepts, and the group’s collective creativity, to create a hypothetical new venture (business). In brief, the new venture project will consist of the following sub-components. (Details are in MYCR under Assignments)

- **Team Contract:** Each team will internally negotiate the division of duties, schedule for meetings, etc. They will put this agreement in writing, sign it, and deliver a copy of that agreement to me. **( Select members that can meet at the same times)**
- **Executive Summary:** Each team will write a 2 page (500 words) executive summary describing their new venture and the opportunities and challenges associated with it, bring 3 copies to class. Teams will swap executive summaries. Each team will read 2 executive summaries from other teams and write a constructive critique. Then each team will receive 2 critiques and use those to revise and re-submit their final draft.
- **Elevator Pitch:** Each team will present an oral presentation about how their new business will fill a need or want and the highlights of the startup costs and income projections. ( About 5 minutes)
- **Slide Presentation:** Teams will present a power point presentation of their project to the class (Investors for your business). This will take approximately 10 to 15 minutes. You must follow the outline and cover all of the components to receive a satisfactory grade.
- **Peer Reviews.** Members of your New Venture Team will grade your participation during the project. ***Their evaluation of your contribution could change your project grade, which will affect your final course grade.***

**GRADING:** Your grade will be based on the following components.

ITEM	POINTS	PERCENT
17 Chap Quizzes (My CR), Pre Test	100 each	17% in total
3 Exams	100 each	32% in total
2 Projects (My CR)	100 each	5% in total
Personal Cash Flow Proj. (My CR)	100	5%
Team Contract (My CR)	100	3%
Executive Summary (My CR)	100	7%
Elevator Pitch (My CR)	100	7%
PowerPoint Presentation, New Venture (+ or – team evaluations)	100	14%
Final Exam All Chapters	100	10%
<b>TOTAL</b>	<b>2900</b>	<b>100%</b>

I will add or subtract from the above for class participation. I will round your score to nearest whole number percent (89.49% goes to 89%, but 89.51% goes to 90%) and apply the following letter grade thresholds:

95%=A, 90%=A-, 87%=B+, 83%=B, 80%=B-, 77%=C+, 73%=C, 63%=D.

One of the most important things that you can do to succeed in this course is to read the chapters prior to class, participate in the discussions, take the quizzes, and put together a New Venture Project.

If you have to miss class, make prior arrangements to turn in your homework, as well as to get any notes or materials that were covered that day from another student.

Attendance and Absences: In general, you will be graded on your performance on the coursework, assessments, and participation. However, if you have an unexcused absence on the Team Formation, Executive Summary or Presentation Days, your score on those components of the grade will be reduced. If you are absent on an exam day, we can arrange a make-up after you provide written documentation of the compelling reason for your absence.

Arriving on Time: Late arrivals are disruptive to both lectures and class discussion, and show disrespect to those who are on time.

Being prepared for class: You should read the chapter prior to the day I present it to the class. Be ready to discuss key elements and to answer any questions for each day's class, including being ready to talk about current events that pertain to Business.

Academic Integrity: Familiarize yourself with the Code of Student Conduct. Be aware of the definition of academic dishonesty. Be aware that any violation of the Code of Student Conduct could result in a failing grade in the class and a negative letter of reference going into the file that accompanies your transcripts. We will be running your written assignments through a plagiarism software package

### **TENTATIVE SCHEDULE:**

This schedule is subject to change, especially if I have to cancel class. Also, remember that there will be chapter quizzes due every Sunday night, 11pm, on My CR. These quizzes will be available by Tuesday.

<b>TENATIVE SCHEDULE BUSN 10</b>			
<b>WEEK OF</b>	<b>READING Assign</b>	<b>ASSIGNMENTS DUE</b>	<b>IN CLASS ACTIVITIES</b>
8/26-28	Chapter 1	Chapter Quiz Each Week	
9/2-4	Chapter 2		Pre Test need Scrantron
9/9-11	Chapter 3		Receive Cash Flow Project For September
9/16-18	Chapter 4	Form Teams	Receive NVP
9/23-25	Chapter 5	Team Contract Due 9/25	

9/30-10/2	Chapter 6	Personal resume Due 10/7	
10/7-9	Chapter 7		Exam Chapter 1-6 10/9
10/14-16	Chapter 8	Cash Flow Project Due 10/16	
10-21-23	Chapter 9 & 10	Executive Summary Due 10/21 (3 COPIES)	
10/28-30	Chapter 11	Final Executive Summary Due 10/30	Elevator Pitches 10/30
11/4-6	Chapter 12		Exam Chapter 7-12 11/7
11/11-13	Chapter 13 & 14		
11/18-20	Chapter 15 & 16		
11/25	Chapter 17	Team Evaluations Due No Class on 11/26	Power Point Presentations
12/2-4		Team Evaluations Due with your Presentations	Power Point Presentations
12-9-11	Finals Week	6289 on 12/9 10:45 6287 on 12/11 10:45	Final 1-17 Exam & 13-17 Exam
Each week Quizzes on My CR are Due on the Chapters we cover that week			
This schedule is subject to change, especially if we have to cancel a class.			

\*The above syllabus, schedule and procedures are subject to change.

### Emergency Procedures/ College of the Redwoods/ Eureka Campus

Please review the campus evacuation sites, including the closest site to this classroom (posted by the exit of each room) and review [www.redwoods.edu/safety.asp](http://www.redwoods.edu/safety.asp) for information on campus Emergency Procedures.

During an evacuation:

- Be aware of all marked exits from your area and building. Know the routes from your work area to the nearest exits.
- Once outside, move to the nearest evacuation point outside your building.
- Keep streets and walkways clear for emergency vehicles and personnel.
- Do not leave campus, unless it has been deemed safe by the Incident Commander or campus authorities. (Be aware CR's lower parking lot and 101 frontage are within the Tsunami Zone).

**RAVE** – College of the Redwoods has implemented an emergency alert system. Everyone is entered already to receive a message at their CR email address. In the event of an emergency on

campus, you can also elect to receive an alert through your personal email, and/or phones at your home, office, and cell. This emergency alert system will be available to all students, staff, and of the interested parties.

Registration is necessary in order to receive emergency alerts. Please go to <https://www.GetRave.com/login/Redwoods> and use the “Register” button on the top right portion of the registration page to create an account. During the registration process you can elect to add additional information, such as office phone, home phone, cell phone, and personal email. Please use your CR email address as your primary Registration Email. Your CR email address ends with “[redwoods.edu](mailto:redwoods.edu).”

We will test the system each semester to be sure that you are getting alerts at all of your destinations. Please contact Public Safety, [707-476-4112](tel:707-476-4112), [security@redwoods.edu](mailto:security@redwoods.edu), if you have any questions.

Emergency: 707-476-4111

Life Threatening Emergency Call 911

Ron Waters, Director

Emergency Response Training Center  
Chair – Emergency Preparedness & Safety Committee  
College of the Redwoods  
707.476.4331  
707.476.4411 (fax)