

The following is the required syllabus attachment.

<b>Syllabus for: Introduction to Business</b>	
<b>Semester &amp; Year:</b>	Fall 2014
<b>Course ID and Section Number:</b>	BUS 10-E6288
<b>Number of Credits/Units:</b>	3
<b>Day/Time:</b>	TR 4:30 p.m.. – 5:55 p.m.
<b>Location:</b>	HU 110
<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><b>Analyze situations and apply business terms and concepts to make business decisions.</b></li> <li><b>Communicate effectively as writers, listeners, and speakers in social and business settings.</b></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.	
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>	
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.

## My Syllabus for BUS-10

**COURSE NUMBER/SECTION/TITLE:** BUS10 – E6288-2014F - Introduction to Business

**FACULTY MENTOR:** Sandra Rowan, M.B.A.  
E-mail: [sandra-rowan@redwoods.edu](mailto:sandra-rowan@redwoods.edu)

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

**REQUIRED TEXT:** Textbook: ***BUSN, 7th Edition***

**AUTHORS:** Kelly/Williams - **COPYRIGHT:** 2015, 2014 Cengage Learning

**Student Edition with CourseMate ISBN:** 10: 1-285-18782-2 OR 13: 978-1-285-18782-2

**Student Edition without CourseMate ISBN:** 10: 1-285-18783-0 OR 13: 978-1-285-18783-9

The publisher has provided the following information: BUSN 7 (with Introduction to Business CourseMate with eBook Printed Access Card) has 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. You may register your product or log in at the top of the page.

<http://www.cengagebrain.com/shop/search/9781285187822>

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: If you are present for in-class activities, you will earn those points. There will be one opportunity to earn extra credit points during the semester.

### **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 presentations; there will be no make-ups. You will be investing both time and energy into presenting your New Venture ideas; therefore, I require attendance.**

**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 (3 Total)	300 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	100 Points
Team Presentation – Final Project	150 Points
<b>Total Points Possible</b>	<b>950 Points</b>

**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.

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 required quizzes will be taken in class and will be posted on the MyCR site. The optional quizzes will be posted in MyCR under Tests and Quizzes. These 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 chapter coverage days 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 during the first week 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.**

## Schedule of Events BUS – 10 E6288-2014F

(Tentative as of 08/26/2014 - Subject to Change)

DATE	NOTES	EVENTS AND ASSIGNMENTS/ACTIVITY DUE DATES
Tuesday, August 26, 2014	WELCOME!	Review Syllabus, Overview of Semester, Introduction to Course
Thursday, August 28, 2014	Chapter 1	<u>Business Now: Change is the Only Constant</u> <b>In-Class Activity</b>
Tuesday, September 2, 2014	Chapter 2	<u>Economics: The Framework for Business</u>
Thursday, September 4, 2014	Chapter 3	<u>The World Marketplace: Business Without Borders</u>
Tuesday, September 9, 2014	Chapter 4	<u>Business Ethics and Social Responsibility: Doing Well by Doing Good</u>
Thursday, September 11, 2014	Chapter 5	<u>Business Communication: Creating and Delivering Messages that Matter</u>
Tuesday, September 16, 2014	MIDTERM REVIEW	<u>MIDTERM REVIEW</u> Chapters 1 - 5
Thursday, September 18, 2014	<b>MIDTERM #1</b>	<b>MIDTERM #1 Chapters 1 - 5</b> <b>Scantron and #2 Pencil Required</b>
Tuesday, September 23, 2014	Review Exam and Chapter 6	<u>Business Formation: Choosing the Form that Fits</u>
Thursday, September 25, 2014	Chapter 8	<u>Accounting: Decision Making by the Numbers</u> <b>Financial Statements Assigned      Due: October 23</b>
Tuesday, September 30, 2014	Chapter 9	<u>Finance: Acquiring and Using Funds to Maximize Value</u> <b>Guest Speaker</b>
Thursday, October 2, 2014	Chapter 10	<u>Financial Markets: Allocating Financial Resources</u> <b>Guest Speaker</b>

Tuesday, October 7, 2014	Midterm Review and Catch Up	Midterm Review Chapters 6, 8 - 10
Thursday, October 9, 2014	<b>MIDTERM #2</b>	<b>MIDTERM #2 - Chapters 6, 8 - 10 Scantron and #2 Pencil Required</b>
Tuesday, October 14, 2014	Chapter 14	<u>Management, Motivation, and Leadership: Bringing Business to Life</u>
Thursday, October 16, 2014	Chapter 15	<u>Human Resource Management: Building a Top-Quality Workforce</u>
Tuesday, October 21, 2014	Chapter 16	<u>Managing Information and Technology: Finding New Ways to Learn and Link</u>
Thursday, October 23, 2014	Chapter 17	<u>Operations Management: Putting It All Together</u>
Tuesday, October 28, 2014 <b>Mandatory Attendance</b>	Midterm Review	Midterm Review and Catch Up ( Chapters 14 - 17) <b>New Venture Project Overview</b>
Thursday, October 30, 2014	<b>MIDTERM #3</b>	<b>MIDTERM #3 - Chapters 14 - 17</b>
Tuesday, November 4, 2014 <b>Mandatory Attendance</b>	Exam Review and Chapter 7	<u>Small Business and Entrepreneurship: Economic Rocket Fuel</u> <b>Group Work</b>
Thursday, November 6, 2014	Chapter 11	<u>Marketing: Building Profitable Customer Connections</u> <b>Group Work</b>
Tuesday, November 11, 2014	Veterans Day	Salute to all who have served our nation Group Work - Mandatory Attendance
Thursday, November 13, 2014	Chapter 12	<u>Product and Promotion: Creating and Communicating Value</u>
Tuesday, November 18, 2014 <b>Mandatory Attendance</b>	Chapter 13	<u>Distribution and Pricing: Right Product, Right Person, Right Place, Right Price</u> <b>In-Class Group Work</b>

Thursday, November 20, 2014	<b>Group Work Mandatory Attendance</b>	Group Work - New Venture Plan Preparation <b>Elevator Pitch - Mandatory Attendance</b>
Tuesday, November 25, 2014	<b>Group Work Mandatory Attendance</b>	Group Work - New Venture Plan Preparation <b>Rough Drafts Due and Peer Review - Mandatory Attendance</b>
Thursday, November 27, 2014	Thanksgiving	Enjoy your Holiday
Tuesday, December 2, 2014	<b>Group Work Mandatory Attendance</b>	Group Work - New Venture Plan Preparation <b>Revised Rough Drafts</b>
Thursday, December 4, 2014	<b>Group Work Mandatory Attendance</b>	<b>New Venture Plan Due Group Presentations</b>
Finals Week	<b>Group Presentations Mandatory Attendance</b>	<b>Group Presentations</b>

-

**I RESERVE THE RIGHT TO MAKE CHANGES TO THIS SCHEDULE OF EVENTS AS NEEDED.**