

Syllabus for: BUS 10 – Intro to Business

Semester & Year:	Spring, 2015
Course ID and Section Number:	BUS-10-D7547 (037547)
Number of Credits/Units:	3 units
Day/Time:	Wed. 5:15 – 8:25 pm
Location:	DM 15 (Del Norte Campus)
Instructor's Name:	Bernadette M. Johnson, MBA/Mkt. MSC/MFCT
Contact Information:	Office hours: By appointment Phone: (707) 460-0957 Email: Bernadette-johnson@redwoods.edu
Course Description (catalog description as described in course outline): An introduction to the trends and opportunities in today's dynamic global business environment surveying economics, global business, social responsibility, ownership forms, entrepreneurship, management organization, marketing, accounting and financial management.	
Student Learning Outcomes (as described in course outline): 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 accommodations document to me as promptly as possible so that necessary arrangements can 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.	
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.

Prerequisites/Corequisites:

None – Completion of ENG 150 or higher is recommended.

MY/CR – CANVAS:

Grades will be made available on MY C/R and/or CANVAS. Further details will be provided.

Course Calendar*

Course Begins: 1/21/15

Week 1: Chapter 5

Week 2: Chapter 1

Week 3: Chapter 2

Week 4: Chapter 3

Week 5: Chapter 4

Week 6: Review Chapters 1-5

Mid-Term: 3/11/15

Spring Break: 3/16/15 to 3/21/15

Week 9: Chapter 8

Week 10: Chapter 9

Week 11: Chapter 11

Week 12: Chapter 12

Weeks 13: Chapter 14

Weeks 14-15 Team Presentations and Final Exam Review

Final Exam: 5/13/15 6:05 – 7:30 pm

Course Ends: 5/13/15

* Subject to change.

Course Requirements

Participation – (100 points total)

Mirroring the business world today, this course will provide many opportunities for students to engage in open discussion and debate of current events and learning topics. Students should expect an interactive learning experience that includes small group collaboration. Each week there will be an in-class activity and participation points will be awarded accordingly. Arriving late or leaving early will result in the loss of participation points. **Students who miss 7 or more classes may be dropped from the course.**

Team Project – Business Venture Proposal (300 points total)

Your team will design a new business venture. The project will be divided into three components: 1) Written Business Plan (financial, operations and marketing). 2) Investor Presentation 3) Written Team Reflection. Each component will be worth 10% or 100

points for a total of 30% or 300 points of your total course grade.

Team Project - Component #1: Business Plan – 100 points

Your team will turn in a 3-5 page typed document that details three essential parts of any successful business: finance, operations and marketing. Please remember that format/presentation is very important in today's business world. Use creativity in developing your written document.

Your business plan should include the following:

- 1) Budget - What are your expected income and expenses?
- 2) What is your profit structure?
- 3) What staffing will you need?
- 4) How will your business be structured and managed?
- 5) How will you ensure customer satisfaction?
- 6) What is your target audience?
- 7) How will you market your product?
- 8) What are the risks or threats to your business?
- 9) How will you address these risks/threats?
- 10) Why is this venture a solid investment?

Team Project Component #2: Investor Presentation – 100 points

Your team will give a 15- minute presentation about your business to a class of "potential investors". The team will be graded on preparation, professionalism, visual aids, creativity and overall cohesion of concept and the execution of the "pitch".

Team Project Component #3: Team Reflection – 100 points

Your team will submit a 2-3 page typed reflection describing how this project has influenced your understanding of business and team dynamics. In the paper you must discuss your strengths and difficulties as a team, how you dealt with challenges, what you learned about business and what (if anything) you would change about your business plan and/or pitch if you were to do this project again.

Individual Project: 200 points – Current Events in Business

Choose a business article within the last 30 days and connect it to one or more concepts covered in the textbook. Write a 1-2 page summary and give a 5-10 minute class presentation explaining why this event/topic is important to the world of business today. Please format as typed, double spaced font size of 12.

Chapter Quizzes – 100 points

There will be ten quizzes given throughout the semester. Each quiz will cover topics from the assigned reading from course textbook. Each quiz will be worth 10 points.

Mid-Term – 100 points

The Mid-Term Exam will include multiple choice, short answer and essay questions and will be cumulative and will cover topics from assigned readings, lecture and class discussions. A study guide/outline will be provided.

Final Exam – 200 points

The Final Exam will include multiple choice, short answer and essay questions and will be cumulative covering topics from the entire course. A study guide/outline will be provided.

Grading Scale:

93-100% = A
90-92% = A-
83-86% = B
87-89% = B+
80-82% = B-
70-76% = C
77-79% = C+
60-69% = D

Required Textbook:

BUSN, 7 Edition. Marce Kelly, Jim McGowen & Chuck Williams, South-Western, Cengage Learning. (ISBN-13: 978-1-285-18782-2)

Materials:

Pen, paper, calculator, access to computer.

Late Work/Make Up Work:

Assignments are to be turned in at the beginning of class on the day assigned. If you are absent, you must submit assignments to my box (located in main office) by 7:00 pm on the assigned class date. Late assignments will receive an automatic 50% reduction in points. If you have an extenuating circumstance or personal emergency, please contact me by phone or email.

Use of Electronic Devices:

Electronic devices are essential tools in the business world today. During this course we will learn and practice appropriate business etiquette to guide use of these tools in the classroom. Students are expected to utilize cell phones, tablets and personal computers for academic purposes only during class. Cell phones are to be turned off or placed on silent during class. If you have a personal emergency and must take a phone call, please exit the classroom quietly without disrupting others. Following this guideline is an essential part of class participation.

Behavioral Expectations:

Students are expected to maintain a professional attitude and treat others with respect. Open discussion and debate is encouraged but students are encouraged to refrain from the use of profanity or otherwise offensive language when engaging with others in class. Please consult with your instructor if you have any concerns or need help with the academic content or other expectations of this course. When in doubt, ask. There are no stupid questions.

Final Exam:

Wednesday, May 13th 6:05 pm – 7:30 pm

Emergency Procedures:

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 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.

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 other 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."