

Syllabus for BUS-10 – D2441

Semester & Year	Spring 2017	
Course ID and Section #	BUS 10 – D2441	
Instructor's Name	S. Rowan	
Day/Time	Tuesdays 5:00 – 8:10 p.m.	
Location	Pelican Bay	
Number of Credits/Units	3	
Contact Information	<i>Office location</i>	To Be Arranged
	<i>Office hours</i>	To Be Arranged
	<i>Phone number</i>	N/A
Textbook Information	<i>Title & Edition</i>	<i>BUSN, 9th Edition</i>
	<i>Author</i>	Marce Kelly and Chuck Williams
	<i>ISBN</i>	13: 978-1-305-49695-8

Course Description: 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:

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 DSPPS at 707-476-4280.

Academic Support

Academic support is available at [Counseling and Advising](#) and includes academic advising and educational planning, [Academic Support Center](#) for tutoring and proctored tests, and [Extended Opportunity Programs & Services](#), for eligible students, with advising, assistance, tutoring, and more.

Academic Honesty: In the academic community, the high value placed on truth implies a corresponding intolerance of scholastic dishonesty. In cases involving academic dishonesty, determination of the grade and of the student's status in the course is left primarily to the discretion of the faculty member. In such cases, where the instructor determines that a student has demonstrated academic dishonesty, the student may receive a failing grade for the assignment and/or exam and may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct (AP 5500) is available on the College of the Redwoods website at: www.redwoods.edu/district/board/new/chapter5/documents/AP5500StudentConductCodeandDisciplinaryProceduresrev1.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 website.

Disruptive Classroom Behavior

Student behavior or speech that disrupts the instructional setting will not be tolerated. Disruptive conduct may include, but is not limited to: unwarranted interruptions; failure to adhere to instructor's directions; vulgar or obscene language; slurs or other forms of intimidation; and physically or verbally abusive behavior. In such cases where the instructor determines that a student has disrupted the educational process a disruptive student may be

temporarily removed from class. In addition, he or she may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct (AP 5500) is available on the College of the Redwoods website at: www.redwoods.edu/district/board/new/chapter5/documents/AP5500StudentConductCodeandDisciplinaryProceduresrev1.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 website.

Emergency Procedures for the Del Norte campus:

Please review the campus evacuation sites, including the closest site to this classroom (posted by the exit of each room). The Del Norte **campus emergency map** is available at: (<http://www.redwoods.edu/District/maps/dnmap.asp>). For more information on Public Safety, go to <http://redwoods.edu/publicsafety/> In an emergency that requires an evacuation of the building:

- Be aware of all marked exits from your area and building.
- 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. (CR's lower parking lot and Tompkins Hill Rd are within the Tsunami Zone.)

RAVE – College of the Redwoods has implemented an emergency alert system. In the event of an emergency on campus you can receive an alert through your personal email and/or phones at your home, office, and cell. 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.” Please contact Public Safety at 707-476-4112 or security@redwoods.edu/delnorte if you have any questions.

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-D2441-2017S COURSE SYLLABUS

COURSE NUMBER/SECTION/TITLE: BUS 10 – D2441-2017S - Introduction to Business

FACULTY MENTOR: Ms. Rowan

REQUIRED TEXT: Textbook: **BUSN, 9th Edition**

AUTHORS: Kelly/ Williams - **COPYRIGHT:** ©2017, 2016 Cengage Learning

Student Edition book only: **ISBN13:** 978-1-285-77530-2

ADDITIONAL LEARNING OUTCOMES:

Upon successful completion of the Student Learning Outcomes for BUS 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
- Have an understanding of the importance of sustainability in business

HOW TO SUCCEED IN THIS CLASS

Preparation is the key to success. Coming to class having read the assigned chapter(s), and becoming familiar with the business terminology, will enable you to actively engage in class discussions and the learning process.

- 1. Each week, we will cover a new chapter.** Please refer to the schedule at the end of this syllabus for the activities/assignments, quizzes, and exams that will take place during the semester.
- 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.
- 3. Keep a calendar with assignments, quizzes, exams, and due dates, or refer to the syllabus.**
- 4. 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.**

I wish you the best with the class and please remember to have fun with the material! Do not hesitate to ask me any questions or concerns you may have.

CITING YOUR SOURCES. Plagiarism will not be tolerated, and will result in receiving an 'F' on the assignment. Copying information from other sources, without citing the source and using quotations, is considered plagiarism. I want you all to receive credit for your original work, and other owners of copyrighted materials desire the same.

GRADING: Once you have submitted your assignment, I will grade and return it to you as soon as possible. Depending on the complexity of the assignment, I try to get your work returned within two weeks from the final due date.

Please Note: I understand that emergencies or difficult circumstances arise from time to time. If you have an emergency, please arrange for me to know the expected date of your return and I will consider extending that deadline. My best advice is to not wait until the last minute to complete your assignments. 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.

QUIZZES AND EXAMS: Exams and quizzes may be administered in class using a provided Scantron. You will also be required to write a short answer essay on your exams. I will return the graded exams the following week.

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
- points earned in discussion forums
- participation points

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

Assignment	Points	Total
10 In-Class Activities	10	100
Balance Sheet	15	15
5 Quizzes	10	50
4 Exams	50	200
Marketing Project	200	200
Participation Points	25	25
Total:		590

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.

Participation. This is a **REQUIRED element** in the learning experience and can be quite interesting and stimulating.

Dropping the class. If you intend to drop this class, you must do so using the same process you used to register for the course. The last day to drop a class without a "W" on your transcript and receive a refund is **Friday, 1/27/2017**. **Census date** is 1/30/2017. If you have missed participating in requirements before census date, you run the risk of being dropped from the class. Again, communication with me is crucial.

The last day for student-initiated withdrawals (with a "W" on your transcript) or faculty-initiated drops is Friday, 3/31/2017.

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.

Schedule of Required Reading, Written Assignments and Quizzes/Exams for the Spring 2017 Semester - D2441		
Tuesday	Assigned Chapter	Subject Material and Required Assignments
17-Jan	1	Business Now: Change is the Only Constant
24-Jan	2	Economics: The Framework for Business
31-Jan	3	The World Marketplace: Business Without Borders
7-Feb	4	Business Ethics and Social Responsibility: Doing Well by Doing Good
14-Feb	5	Business Communication: Creating and Delivering Messages that Matter
21-Feb	6	Exam 1 (Chapters 1 - 5) then Business Formation: Choosing the Form that Fits
28-Feb	7 and 11	7 - Small Business and Entrepreneurship: Economic Rocket Fuel; 11 - Marketing: Building Profitable Customer Connections
7-Mar	12	Product and Promotion: Creating and Communicating Value
21-Mar	13	Distribution and Pricing: The 4 P's of Marketing
28-Mar	8	Exam 2 (Chapters 6-7, 11 - 13) then Accounting: Decision Making by the Numbers
4-Apr	9	Finance: Acquiring and Using Funds to Maximize Value
11-Apr	10	Financial Markets: Allocating Financial Resources
18-Apr	14	Exam 3 (Chapter 8 – 10) then Management, Motivation, and Leadership
25-Apr	15 and 16	15 - Human Resource Management: Building a Top Quality Workforce 16 - Managing Information and Technology
2-May	17	Operations Management: Putting It All Together then Exam 4 (Chapters 14 - 17)
9-May	Finals	Presentations

Quizzes may be administered throughout the semester.