

Syllabus for BUS-10 Intro to Business – E3321

Semester & Year	Fall 2017	
Course ID and Section #	BUS 10 E3321	
Instructor's Name	Sandra Rowan	
Day/Time	Tuesday/Thursday 8:30 a.m. – 9:55 a.m.	
Location	St. Bernard's Academy	
Number of Credits/Units	3	
Contact Information	<i>Office location</i>	TBA
	<i>Office hours</i>	TBA
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Textbook Information	<i>Title & Edition</i>	<i>BUSN, 10th Edition</i>
	<i>Author</i>	Marce Kelly and Chuck Williams
	<i>ISBN</i>	978-1-337-11670-1 with Online access: 978-1-337-11669-5

Course Description: (catalog description as described in course outline)

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: (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 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 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,

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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: <http://www.redwoods.edu/board/Board-Policies/Chapter-5-Student-Services>, and scroll to AP 5500. 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: <http://www.redwoods.edu/board/Board-Policies/Chapter-5-Student-Services> and scroll to AP 5500.

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Emergency Procedures for the Eureka campus:

Please review the campus evacuation sites, including the closest site to this classroom (posted by the exit of each room). The Eureka **campus emergency map** is available at: (<http://www.redwoods.edu/aboutcr/Eureka-Map>; choose the evacuation map option). For more information on Public Safety, go to <http://www.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 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.

Syllabus for <i>BUS-10 Intro to Business</i> – E3321

My Syllabus for BUS-10

COURSE NUMBER/SECTION/TITLE: BUS10 – E3221-2017F - Introduction to Business

FACULTY MENTOR: Sandra Rowan, M.B.A.

E-mail: sandra-rowan@redwoods.edu

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

REQUIRED TEXT: Textbook: ***BUSN, 10th Edition***

AUTHORS: Kelly/Williams - **COPYRIGHT:** 2018, 2017 Cengage Learning

LEARNED SKILLS:

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. Participation points will raise your final grade if your attendance is consistently good. If you miss classes, your grade will reflect the missed participation points. If someone signs the attendance roster for you, you will both lose 100 points from your class total. If you sign the sheet for a day that you were absent, you will lose 100 points.

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 Canvas 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 Canvas, I will know instantly which class you are in. Contacting me by Canvas messaging is the preferred method of contact. I will respond within 48 hours, but often times, much sooner.

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
Total Points Possible	950 Points

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. **Copying and pasting information from the Internet, without citing the source and using quotations, is considered plagiarism.** Please refer to the policy above regarding Academic Honesty.

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 Canvas site. Any optional quizzes will be posted in Canvas 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 post 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 CANVAS

I will post announcements, assignments and reminders, resource materials and links, and grades on Canvas. 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 E3221-2017F

(Tentative as of 08/28/2017 - Subject to Change)

DATE	NOTES	EVENTS AND ASSIGNMENTS/ACTIVITY DUE DATES
Tuesday, August 29, 2017	WELCOME!	Review Syllabus, Overview of Semester, Introduction to Course
Thursday, August 31, 2017	Chapter 1	<u>Business Now: Change is the Only Constant</u> In-Class Activity
Tuesday, September 5, 2017	Chapter 2	<u>Economics: The Framework for Business</u>
Thursday, September 7, 2017	Chapter 3	<u>The World Marketplace: Business Without Borders</u>
Tuesday, September 12, 2017	Chapter 4	<u>Business Ethics and Social Responsibility: Doing Well by Doing Good</u>
Thursday, September 14, 2017	Chapter 5	<u>Business Communication: Creating and Delivering Messages that Matter</u>
Tuesday, September 19, 2017	MIDTERM REVIEW	<u>MIDTERM REVIEW</u> Chapters 1 - 5
Thursday, September 21, 2017	MIDTERM #1	MIDTERM #1 Chapters 1 - 5 Scantron and #2 Pencil Required
Tuesday, September 26, 2017	Review Exam and Chapter 6	<u>Business Formation: Choosing the Form that Fits</u>
Thursday, September 28, 2017	Chapter 8	<u>Accounting: Decision Making by the Numbers</u> Financial Statements Assigned Due: October 24

Tuesday, October 3, 2017	Chapter 9	<u>Finance: Acquiring and Using Funds to Maximize Value</u> Guest Speaker
Thursday, October 5, 2017	Chapter 10	<u>Financial Markets: Allocating Financial Resources</u> Guest Speaker
Tuesday, October 10, 2017	Midterm Review and Catch Up	Midterm Review Chapters 6, 8 - 10
Thursday, October 12, 2017	MIDTERM #2	MIDTERM #2 - Chapters 6, 8 - 10 Scantron and #2 Pencil Required
Tuesday, October 17, 2017	Chapter 14	<u>Management, Motivation, and Leadership: Bringing Business to Life</u>
Thursday, October 19, 2017	Chapter 15	<u>Human Resource Management: Building a Top-Quality Workforce</u>
Tuesday, October 24, 2017	Chapter 16	<u>Managing Information and Technology: Finding New Ways to Learn and Link</u>
Thursday, October 26, 2017	Chapter 17	<u>Operations Management: Putting It All Together</u>
Tuesday, October 31, 2017 Mandatory Attendance	Midterm Review	Midterm Review and Catch Up (Chapters 14 - 17) New Venture Project Overview
Thursday, November 2, 2017	MIDTERM #3	MIDTERM #3 - Chapters 14 - 17
Tuesday, November 7, 2017 Mandatory Attendance	Exam Review and Chapter 7	<u>Small Business and Entrepreneurship: Economic Rocket Fuel</u> Group Work

Thursday, November 9, 2017	Chapter 11	<u>Marketing: Building Profitable Customer Connections</u> Group Work
Tuesday, November 14, 2017	Veterans Day	Salute to all who have served our nation Group Work - Mandatory Attendance
Thursday, November 16, 2017	Chapter 12	<u>Product and Promotion: Creating and Communicating Value</u>
Tuesday, November 21, 2017 Mandatory Attendance	Chapter 13	<u>Distribution and Pricing: Right Product, Right Person, Right Place, Right Price</u> In-Class Group Work
Thursday, November 23, 2017	Thanksgiving	Enjoy your holiday!
Tuesday, November 28, 2017	Group Work Mandatory Attendance	Group Work - New Venture Plan Preparation Elevator Pitch - Mandatory Attendance
Thursday, November 30, 2017	Group Work Mandatory Attendance	Group Work - New Venture Plan Preparation Rough Drafts Due and Peer Review - Mandatory Attendance
Tuesday, December 5, 2017	Group Work Mandatory Attendance	Group Work - New Venture Plan Preparation Revised Rough Drafts
Thursday, December 7, 2017	Group Work Mandatory Attendance	New Venture Plan Due Group Presentations
Finals Week	Group Presentations Mandatory Attendance	Group Presentations (Attendance mandatory to receive credit) Your final score will be influenced by your peers through the Multiple Peer Evaluation Process. The form will be posted on Canvas for your review.

