


## 2017F-BUSN10-E3320-Anderson

<b>Semester &amp; Year</b>	Fall 2017	
<b>Course ID and Section #</b>	E3320	
<b>Instructor's Name</b>	Sid Anderson	
<b>Day/Time</b>	Monday & Wednesday 4:30-5:55pm	
<b>Location</b>	HU 207	
<b>Number of Credits/Units</b>	3	
<b>Contact Information</b>	<i>Office location</i>	<b>Adm Busn/Tech:</b>
	<i>Office hours</i>	By Appointment Call or text
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	<i>Title &amp; Edition</i>	<b>BUSN 9, 9<sup>th</sup> edition</b> Available at the Book Store or Amazon <b>BUSN 10, 10<sup>th</sup> Edition also acceptable</b> <b>BUSN 8, 8<sup>th</sup> Edition also acceptable</b>
	<i>Author</i>	<b>Marcella Kelly; Chuck Williams</b>
	<i>ISBN</i>	<b>ISBN-10: 1-305-49727-9</b> <b>ISBN-13: 978-1-305-49727-6</b>
<b>Course Description</b>		
<p><b>DESCRIPTION:</b> 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</p>		
<b>Student Learning Outcomes</b>		
<ol style="list-style-type: none"> <li>1. Analyze situations and apply business terms and concepts to make business decisions.</li> <li>2. Communicate effectively as writers, listeners, and speakers in social and business settings</li> </ol>		
<b>Special Accommodations</b>		
<p>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 <a href="#">Disabled Students Programs and Services</a>. Students may make requests for alternative media by contacting DSPS at 707-476-4280.</p>		
<b>Academic Support</b>		
<p>Academic support is available at <a href="#">Counseling and Advising</a> and includes academic advising and educational planning, <a href="#">Academic Support Center</a> for tutoring and proctored tests, and <a href="#">Extended Opportunity Programs &amp; Services</a>, for eligible students, with advising, assistance, tutoring, and more.</p>		
<b>Academic Honesty</b>		
<p>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</p>		

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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](http://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](http://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 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/Eureka/campus-maps/EurekaMap\\_emergency.pdf](http://www.redwoods.edu/Eureka/campus-maps/EurekaMap_emergency.pdf)). For more information on Public Safety, go to <http://redwoods.edu/safety/> 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](mailto: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.*

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. Books are available at the book store and on Amazon.

### COURSE LEARNING OUTCOMES:

#### 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 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 Canvas:** For each chapter, there will be an open book quiz on the Canvas site.

<http://www.redwoods.edu> Quizzes will be due Sunday night by 11:55 pm. 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. This should be at least 2 to 3 paragraphs and 200 to 300 words..

**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 Canvas under Assignments..

**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 (3 to 5 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.

(Points for each requirement & details are in Canvas 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. **(Hint: 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 (Canvas), Pre Test	100 each	18% in total
3 Exams	100 each	33% in total
2 Projects (Canvas)	100 each	6% in total
Personal Cash Flow Proj. (Canvas)	100	4%
Team Contract (Canvas)	100	3%
Executive Summary (Canvas)	100	7%
Elevator Pitch (Canvas)	100	5%
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, be aware of current events, take the **quizzes on time**, complete the assignments on time, 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.

1. **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.
2. *Redwoods Community College District has an excessive absence policy which allows instructors to drop a student after the census date and anytime throughout the end of the 10<sup>th</sup> week of the semester. Each instructor is able to define their own excessive absence criteria. For the purpose of this class, excessive absence is missing 5 classes.*
3. **Census Day: 9/11**

**Arriving on Time:** Late arrivals are disruptive to both lectures and class discussion, and show disrespect to those who are on time. If you are late please take the seat closest to the door you entered from.

**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

Where is your grade during the semester?

Your grade for every quiz, assignment, essay, and new venture project is in Canvas Grade Book.

Electronic equipment:

Phones must be on mute and out of sight. Absolutely no texting, reading messages, calling, or e-mailing. They may only be used for in class quizzes. If you need to have your phone on for an emergency call or text, you must see me that day prior to class starting.

You may use recording devices and laptops for note taking or at my direction to find out about a current event.

Make-up Work Policy: This will be determined on an individual basis. Typical excused make-up would be a hospital visit.

Misconduct during class: You will receive one warning, then be asked to leave class for that day.

**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 Canvas. These quizzes will be available by 10pm Monday.

<b>TENATIVE SCHEDULE BUSN 10</b>			
<b>WEEK OF</b>	<b>READING Assign</b>	<b>ASSIGNMENTS DUE</b>	<b>IN CLASS ACTIVITIES</b>
8/28-8/30	Chapter 1	Chapter Quiz Each Week	
9/4-6	Chapter 2 - 3	NO CLASS ON 9/4	Pre Test on line 9/4 Receive Cash Flow Project For October
9/11-13	Chapter 4 - 5	Form Teams	Receive NVP 9/13
9/18-20	Chapter 6		
9/25-27	Chapter 6	Team Contract Due	Exam Chapter 1-6 (Scantron) 2 pgs notes
10/2-4	Chapter 7	Personal Note Due	
10/9-11	Chapter 8-9		
10/16-18	Chapter 10-11	Draft of Executive Summary Due 10/18 (3 COPIES)	
10/23-25	Chapter 12	Return Critiqued Exec Summary 10/25	
10/30-11/1	Chapter 13	Final Executive Summary Due 11/1	Exam Chapter 7-12 (Scantron) 2 pgs notes
11/6-8	Chapter 14	Cash Flow Project Due 11/6	
11/13-15	Chapter 15		Elevator Pitches
11/20-22	Chapter 16		
11/27-11/29	Chapter 17		Power Point Presentations 11/29
12/4-6		Team Evaluations (Peer Review) Due with your Presentations	Presentations 12/4 13-17 Exam 12/6 (Scantron) 2 pgs notes
12/13	Finals Week	3:15 PM	Finals: 1-17 Exam (Scantron) 2 pgs notes
Each week Quizzes on Canvas 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.			