

**Syllabus for BUS-10 Intro to Business – Virtual Campus**

<b>Semester &amp; Year</b>	Fall 2017
<b>Course ID and Section #</b>	BUS 10 V3324
<b>Instructor's Name</b>	Sandra Rowan
<b>Day/Time</b>	Online
<b>Location</b>	Virtual
<b>Number of Credits/Units</b>	3

<b>Contact Information</b>	<i>Office location</i>	TBA
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<b>Textbook Information</b>	<i>Title &amp; Edition</i>	<i>BUSN, 10<sup>th</sup> 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, 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

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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.

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/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](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.*

# BUS 10 ON-LINE COURSE SYLLABUS

**COURSE NUMBER/SECTION/TITLE:** BUS10 – E3321-2017F - Introduction to Business (On-line)

**FACULTY MENTOR:** Sandra Rowan, M.B.A.  
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**REQUIRED TEXT:** Textbook: **BUSN, 10th Edition**

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

- Student Edition book only **ISBN** 978-1-337-11670-1
- Student Edition with Online **ISBN** 978-1-337-11669-5

The publisher has provided the following information:

<https://www.cengagebrain.com/shop/ProductDisplay?langId=-1&storeId=10151&catalogId=10057&productId=172773>

This link will take you to the publisher's site where you can purchase the textbook directly. The cost for the book online is \$75.00, which gives you access to the textbook for six months online. You may also choose to purchase your textbook elsewhere.

## **LEARNING OUTCOMES:**

Upon successful completion of the Student Learning Outcomes for BUS 10, you will have gained the following skills:

- 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**

I highly recommend that you click on each of the menu buttons located on the left side of your computer when you open this class in Canvas. Review what information is located in that menu. For instance, in the menu button listed as "Modules," you will find the weekly requirements. It is crucial for you to check the announcements regularly since I will be communicating important course information there. The following will also help ensure your success in this class.

**1. Each week, check the Modules page/To Do List for that week's required activities.** Periodically, check for announcements and updated assignments, quizzes, and exams on your Canvas BUS 10 site. New assignments, quizzes, or exams are posted no later than Monday evening and will be due the following Monday by 10:00 p.m. unless otherwise indicated. Access to your weekly requirements should be no later than Tuesday morning.

**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 and research and participation time.

**3. Keep a calendar with assignments, quizzes, exams, and due dates.** You can keep this information on a paper calendar or datebook, or set up electronic reminders in Microsoft Outlook or almost any e-mail system.

**4. Get your assignments in on time.** Written assignments (those listed as Assignment 1, Assignment 2, or Assignment 3) will not be accepted if they are more than one week late. I deduct points for late assignments (one day late = 10% reduction; more than one day = 25% reduction.) Communicate with me if you are experiencing a hardship that may prevent you from timely completing an assignment. Don't wait until the due date or when the due date has already passed to tell me because I cannot work with you then. If you give me advance notice, then I can potentially work with you to find a mutually agreeable solution.

**5. Complete quizzes and exams BEFORE the due date. Quizzes and exams cannot be submitted late. If you wait until the last day and experience technical difficulties, I will not extend your deadline.** If you e-mail requesting a re-take due to technical difficulties, you need to give me 24 hours' notice before the deadline to respond. If you know you cannot meet a required deadline, you also need to notify me **in advance**. If you are employed, even if there is a death in the family, you would contact your employer for missed work. I ask for the same consideration. Notifying me in advance of a pending deadline enables me to work with you for a solution.

**6. 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!** While the on-line environment offers great flexibility, it also demands self-discipline to stay current with the schedule. Once the deadline has passed for assignment submissions, online quizzes, exams, or discussion forum topics, **there will be no make-ups**. You will generally have at least two weeks to complete each of the written research papers, and usually one full week to take the online quizzes and exams.

7. Contact me: I wish you the best with the class and please remember to have fun with the material! Do not hesitate to contact me with any questions or concerns. If you need to schedule a time to meet with me to discuss the course, please Message me in Canvas or send me an email.

### **ASSIGNMENTS, DISCUSSION FORUMS, QUIZZES AND EXAMS:**

**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 (found at <https://owl.english.purdue.edu/owl/> ) or available at the Library. **Plagiarism will not be tolerated, and will result in receiving an F on the assignment. 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.

Discussion forums may be submitted in single-space format and I strongly encourage you to proofread your posts prior to submitting. Also, refer to the grading rubric on my expectations for your work.

**ASSIGNMENT FILENAMES.** You must name all submitted assignments beginning with your last name and first initial, and assignment number and name. For example:

Example: RowanS-Assignment 1 – Article Summaries

This naming convention accomplishes three things. First, it identifies the owner of the document. I want to make sure you receive credit for your work! Second, it identifies the assignment number. Third, if I have to download your file to grade it, it saves me time locating it when I return it to you. It is important you name your files in this manner.

If you do not use Microsoft Word, it is important to submit your files in .rtf (rich text format) so I will be able to open and review the files in Microsoft Word (if you do use MS Word, a .doc or .docx file format is fine). I sometimes cannot open files created in Word Perfect or Microsoft Works format. After you write a paper or complete an assignment, to save the file in .rtf (this stands for rich text format), click on the **File/Save As** command and choose "**rich text format**" (.rtf) as the **file type**. Save the file to your personal computer or flash drive so you can attach it to your submission. I **will not** accept any assignment saved in a .wps or other format. If you do not have Microsoft Word, you may download a program

called Open Office, which will allow you to create a compatible document that you can save in an .rtf format. **The only exception to this is the stock assignment chart that can be submitted in an Excel spreadsheet or in the rich text format chart I provide.**

If a student does not submit their assignment using the proper filename and format (.rtf or .doc/.docx), I will simply return the assignment requesting you resubmit the work. It is your responsibility to ensure your assignment is submitted timely. If an assignment is returned to you because you did not save it in the proper format, you must resubmit it within my specified deadline in order to receive full credit. If you wait to resubmit the assignment until after that time, it will result in a reduction in your grade or you might not receive credit at all.

**GRADING:** Once you have submitted your assignment, I will grade and return it to you electronically 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. When class is at capacity (50 students), it may take me a little longer to grade lengthy assignments.

**Weekly Requirements:** Each week I will specify the requirements for the week as well as the due dates and possible points. These requirements must be turned in by the assigned due date to get full credit. You may submit a written assignment (listed as Assignment #1, #2, or #3) up to one week late with a reduction in points. For example, if you submit a perfect (A) assignment late, you may only receive a C. I will not accept assignments turned in more than one week past the due date **WITHOUT PRIOR INSTRUCTOR APPROVAL**. It is very important to get your assignments in on time!

I understand that emergencies or difficult circumstances arise from time to time. If you have an emergency, and you contact me **BEFORE** an assignment due date, I will consider extending the deadline. My best advice is to not wait until the last minute to complete your assignments. I allow one week to complete the requirements, and at least two weeks to complete specific assignments, so waiting until the last day, and then experiencing problems, does not constitute an emergency. The key is communication. 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.

**DISCUSSION FORUMS:** Once a discussion forum has closed, there will be no further opportunity to contribute. **No exceptions.** Only the students who fulfill all the requirements in their posts will receive full credit. I usually number the items so it will be easy for you to check off that you have completed all the requirements. Please read **ALL** of the requirements for the weekly discussion forums, including how many posts to other students are required.

**QUIZZES AND EXAMS.** No later than Monday evening of each week, I will post a new online quiz or exam on Canvas. Some weeks I may post two quizzes if we are covering more than one chapter. Unless otherwise noted, you will have until 10:00 p.m., **the following Monday**, to complete each quiz or exam. By opening the appropriate Module link, you will find complete instructions for that week's requirements, including the due date and recommended textbook reading schedule. If there is a delay on my part in posting a requirement, I will extend the deadline for submission. Quizzes will be administered electronically via Canvas. While Canvas automatically grades quizzes, if you disagree with an outcome, please communicate with me. Trust me: I am on **YOUR** side when it comes to fair grading! Please contact me via Canvas to have me review a score that you feel is in error.

**EXAMS.** The exams will be proctored this semester. Locations for proctoring will be the Eureka main campus and the Del Norte Campus. If these locations do not work for your schedule, you need to let me know immediately so that alternate arrangements can be made.

## **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
3 Assignments excluding the Final Project	25, 50 or 100	200
Final Project (2 parts)	50	50
15 Quizzes	10	150
4 Exams	50	200
15 Discussion Forums*	10+	150+
Participation Points	3	45
<b>Total:</b>		<b>795+</b>

\* Minimum amount of points per forum, although some forums may be worth more points.

**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.** **The discussion forum is another REQUIRED element** in the learning experience and can be quite interesting and stimulating. **I also expect students to be involved in a Discussion Board topic each week when I post a topic, if you desire to succeed in this course.** (There may be a week throughout the semester when I do not post a Discussion Forum topic). I will post a chapter-related topic and students will have a full week to post their responses on the Discussion Board. To receive full credit for the assigned points, you must answer the questions thoroughly, and in some cases, you must do research to substantiate your answers. You must also respond to other students as specified in order to receive full credit. You may earn a minimum of 195 points combined under the discussion and participation section of your grade for the semester. Once I open a new Discussion topic, I do not allow any more posts for grading purposes on previous topics.

**Students may be dropped from the class after he/she has failed to submit three (3) consecutive, unexcused, required submissions, or failed to participate in 11 discussion forums. The required submissions may include participation in the discussion forums, taking a quiz or exam, or submitting a written assignment.** Please refer to the Student Handbook for further information.

**Instructor Communication:** Excluding weekends and holidays, I will respond to student questions/concerns within 48 hours, although I normally will respond within 24 hours or less. If students send a message that pertains to all participants, I may send a general message to all. Otherwise, I will provide specific feedback to you.

**Dropping the class.** If you intend to drop this class, you must do so via the “Add/Drop” process Admissions requires. The last day to drop a class with a refund and also to not have a “W” on your transcript is **Friday, 9/08**. **Census date** is 9/11. 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 key.

The last day for student-initiated drops (with a “W” on your transcript) or faculty-initiated drops is Friday, 11/03/2017.

**I reserve the right to make changes as necessary to any part of this syllabus and schedule. You will be notified if changes are required.**

See the following page for the schedule of activities, assignments, and quizzes/exams.

**SCHEDULE OF REQUIRED READING, WRITTEN ASSIGNMENTS, QUIZZES, AND EXAMS FOR THE FALL SEMESTER 2017**

<b>Week – Begins on Monday</b>	<b>Assigned Textbook Reading To Be Completed During This Week</b>	<b>Quizzes and Exams To Be Completed This Week ↓</b>	<b>Specific Assignments* Announced here ↓</b>	<b>Due Date of these Posted Assignments Listed Here ↓</b>
Week 1 – 08/28/2017 →	Chapter 1 →	Quiz 1 – Syllabus Quiz 2 – (Ch 1)		
Week 2 – 09/05/2017 →	Chapter 2 →	Quiz 3 – (Ch 2)		
Week 3 – 09/11/2017 →	Chapters 3 and 4 →	Quiz 4 – (Ch 3) Quiz 5 – (Ch 4) →	<b>Final Project Parts 1 and Part 2 Announced →</b>	<b>Part 1 Due September 18th</b> <b>Part 2 Due December 11th</b>
Week 4 – 09/18/2017	Chapter 5	<b>Exam 1 (Ch 1 – 5)</b>	<b>Assigned to Group Project - Appendices →</b>	<b>Group Project Due December 4th</b>
Week 5 – 09/25/2017	Chapter 6	Quiz 6 – (Ch 6)	<b>Assignment 1 - Article Summaries →</b>	<b>Due October 23th</b>
Week 6 – 10/02/2017	Chapter 7	Quiz 7 – (Ch 7)		
Week 7 – 10/09/2017	Chapter 8	Quiz 8 – (Ch 8)	<b>Extra Credit Balance Sheet →</b>	<b>Due October 16th</b>
Week 8 – 10/16/2017	Chapter 9	Quiz 9 – (Ch 9)		
Week 9 – 10/23/2017	Chapter 10	<b>Exam 2 (Ch 6 - 10)</b>	<b>Assignment 2 Appendix – Groups →</b>	<b>Due December 4th</b>
Week 10 – 10/30/2017	Chapter 11	Quiz 10 – (Ch 11)	<b>Assignment 3 PowerPoint Slides →</b>	<b>Due November 27th</b>
Week 11 – 11/06/2017	Chapter 12	Quiz 11 – (Ch 12)		
Week 12 – 11/13/2017	Chapter 13	Quiz 12 – (Ch 13) <b>Exam 3 (Ch 11 – 13)</b>		
Week 13 – 11/20/2017	Chapter 14	Quiz 13 (Ch 14)		
Week 14 – 11/27/2017	Chapters 15 and 16	Quiz 14 (Ch 15) Quiz 15 (Ch 16)		
Week 15 – 12/04/2017	Chapter 17	<b>Exam 4 (Ch 14 – 17)</b>		
Week 16 – 12/11/2017 Finals Week	<b>Appendices Extra Credit Quizzes – Due Friday, December 15th, 10:00 p.m.</b>			
	<b>Part 2 of the Final Project is Due on Monday December 11th, at 10:00 p.m.</b>			
	<b>I reserve the right to make changes to this schedule including assignments and due dates. Always check the weekly announcement.</b>			

**Read the Chart across for the weekly requirements, (including assignments with posted due dates.)**



\* Assignments announced on this date, but are not due until the date posted in the “Due Date” column.

As you read this syllabus, please read across the chart. The first column lists the week of class, beginning on Monday. The second column lists the chapters we will be reading and discussing that week. The third column shows the quizzes and/or exams that are scheduled for that week. The fourth column shows the additional written assignments announced that week, if any. The last column shows the due date of the assignments announced in the previous column. For instance, in Week 9, I will announce Assignment 2– the Appendix Group assignment, which will be due December 4th. In Week 12, we will be reading Chapter 13 and we will have a quiz over Chapter 13 and Exam 3, which will cover chapters 11 – 13. If you have questions about how to interpret this schedule of activities, please contact me.

**IMPORTANT: Faculty members have the authority to drop students from class for non-participation even after census date, up until the last day for voluntary withdrawal from class (November 4th).** If you stop participating, you need to withdraw from the class through Web Advisor, or I may choose to drop you. It is not my responsibility to drop you from the course, so please do not expect me to withdraw you if you choose not to attend. Please keep in mind that by law, you may only register for a class three times. If you fail to successfully complete the class, you will have to enroll for that class at another institution.