

Syllabus for BUS-10 Intro to Business – D5426 – A Yard

Semester & Year	Fall 2018	
Course ID and Section #	BUS 10 D5426	
Instructor's Name	Sandra Rowan	
Day/Time	Thursdays 5:00 p.m. – 8:10 p.m.	
Location	Pelican Bay – A Yard	
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, 11th Edition</i>
	<i>Author</i>	Marcella Kelly and Chuck Williams
	<i>ISBN</i>	13: 9781337407120

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

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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.

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 Crescent City **campus emergency map** is available at:

(<http://www.redwoods.edu/District/Maps/dnmap.asp>. 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.

BUS 10 D5425 COURSE SYLLABUS

COURSE NUMBER/SECTION/TITLE: BUS10 – D5426-2018F - Introduction to Business

FACULTY MENTOR: Sandra Rowan, M.B.A.
E-mail: sandra-rowan@redwoods.edu

REQUIRED TEXT: Textbook: **BUSN, 11th Edition**

AUTHORS: Kelly/ Williams –

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- Student Edition book only ISBN 9781337407120 .

ADDITIONAL 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

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 and research and participation time.
- 3. Keep your schedule of assignments, quizzes, exams, and due dates in a place where you will refer to it frequently.**
- 4. The most important piece of advice I can give is to STAY CURRENT in your reading and get your assignments, quizzes, and exams in on time!**

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 let me know.

ASSIGNMENTS, QUIZZES AND EXAMS

You will generally have at least two weeks to complete each written assignment. I will clearly specify the recommended length of each assignment and I will provide you with a grading rubric to give you an idea of my expectations of your work.

CITING YOUR SOURCES. **Plagiarism will not be tolerated, and will result in receiving an F on the assignment. Copying and pasting information from other sources, without citing the source and using quotations, is considered plagiarism.**

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 (30 students), it may take me a little longer to grade lengthy assignments.

QUIZZES AND EXAMS. Quizzes and exams will be administered in class using a provided Scantron. You may also be required to write a short answer essay on the 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
- chapter quizzes
- exams based on reading assignments
- participation points

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

Assignment	Points	Total
In-class activities	10	100
Balance Sheet	15	15
10 Quizzes	10	100
4 Exams	50	200
Participation Points	5	75
Final Presentation	110	110
Total:		600

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.

Faculty Initiated Drops: Students may be dropped from the class for inactivity and insufficient participation in the class (not taking exams, quizzes, submitting coursework, or not attending class on a regular basis, etc.) After the student has failed to submit three (3) consecutive unexcused submissions or missed three (3) classes, I may consider dropping the student from the class by the Final Drop Date.

Instructor Communication: I will respond to student questions/concerns during the next scheduled class period.

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 with a refund and also to not have a "W" on your transcript is Friday, August 31. Census date is September 4. 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, 11/02/2018.

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 Fall Semester 2018

Thursday	Assigned Chapter	Subject Material
23-Aug	1	Business Now: Change is the Only Constant
30-Aug	2	Economics: The Framework for Business
6-Sep	3	The World Marketplace: Business Without Borders
13-Sep	4 5	Business Ethics and Social Responsibility; Business Communication
20-Sep	Exam 1 and Ch 6	Exam 1 (Chapters 1 - 5) Business Formation: Choosing the Form that Fits
27-Sep	7 11	Small Business Entrepreneurship: Economic Rocket Fuel; Marketing: Building Profitable Customer Connections Begin Marketing Project
4-Oct	12	Product and Promotion: Creating and Communicating Value
11-Oct	13	Distribution and Pricing: The 4 P's of Marketing
18-Oct	8	Exam 2 (Chapters 6-7, 11 - 13) Accounting: Decision Making by the Numbers
25-Oct	9	Finance: Acquiring and Using Funds to Maximize Value
1-Nov	10	Financial Markets: Allocating Financial Resources
8-Nov	14	Exam 3 (Chapters 8 - 10) Management , Motivation and Leadership
15-Nov	15	Human Resource Management: Building a Top Quality Workforce
22-Nov		Thanksgiving/Fall Break
29-Nov	16 17	Managing Information and Technology Operations Management: Putting It All Together
6-Dec		Exam 4 (Chapters 14 - 17) Work on Presentation/Elevator Pitch
13-Dec		Presentations