

| <b>Syllabus for BUS 10 – Telepresence at EKA, DN, KT</b>   |                            |                                     |
|--|----------------------------|-------------------------------------|
| <b>Semester &amp; Year</b>   | Fall 2018                  |                                     |
| <b>Course ID and Section #</b>   | Bus 10 E5423 D5422 K5424   |                                     |
| <b>Instructor's Name</b>   | Michael Dennis             |                                     |
| <b>Day/Time</b>  | Mon/Wed 10:05 – 11:30 am   |                                     |
| <b>Location</b>  | LRC Room 105               |                                     |
| <b>Number of Credits/Units</b>   | 3                          |                                     |
| <b>Contact Information</b>   | <i>Office location</i>     | HU (Humanities) 108A                |
|  | <i>Office hours</i>        | Tues 10-11:30 am and by appointment |
|  | <i>Phone number</i>        | 476 4367                            |
|  | <i>Email address</i>       | Michael-dennis@redwoods.edu         |
| <b>Textbook Information</b>  | <i>Title &amp; Edition</i> | <b>BUSN10</b>                       |
|  | <i>Author</i>              | Marce Kelley and Chuck Williams     |
|  | <i>ISBN</i>                | 9781337116695                       |
| <b>Course 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.   |                            |                                     |
| <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> <p><i>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</i></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 Student Code of Conduct (AP 5500) is available on the College of the Redwoods website at:</p> <p><a href="http://www.redwoods.edu/district/board/new/chapter5/documents/AP5500StudentConductCodeandDisciplinaryProcedu%20resrev1.pdf">www.redwoods.edu/district/board/new/chapter5/documents/AP5500StudentConductCodeandDisciplinaryProcedu resrev1.pdf</a></p> |                            |                                     |

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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)

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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/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.

### **PREPARATION:**

This is a transfer-level class that assumes students have college-level reading and writings. Students who have not possessed English 150 skills are likely to find this course very difficult.

### **COMMUNICATION:**

I would prefer that class communications go through the Canvas messaging system. This way, if I don't remember that you contacted me about something or what I said in response, we both have a written record of our communications.

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### **TEXTBOOK:**

Required: BUSN10 by Marce Kelley and Chuck Williams. ISBN: 9781337116695

### **POLICIES and MISCELLANEA:**

Absences: Because of the extra credit homework available on the optional chapters you should be able to miss a week or two of class and still score 100% on the homework portion of the class. These should cover any illness, hangovers, relationship breakups, evictions, medical emergencies for family, deaths of household pets, or alien abductions.

For truly exceptional cases of misfortune that cause a very large number of absences, make-up opportunities can be arranged, but you must provide hardcopy documentation.

Drop Policy: At the end of the first 2 weeks, I will drop those who aren't effectively participating. Students who do not attempt at least 80% of the classwork due within the first 2 weeks **may be dropped from the class.**

Technical Difficulties: You are responsible for budgeting yourself enough time to allow for technical difficulties. There will be no extensions of due dates if you are unable to complete an assignment due to a problem 'on your end'. On the other hand, if there is a problem with Canvas or with mass internet outages across the entire district, I will give extensions to the whole class.

Time Commitment: A full time job takes 40 hours a week. A full time student takes between 12 and 15 units per semester during the normal school year. So you should expect your classes to take about  $(40/12 \text{ or } 40/15) = 3$  hours per unit per week during the normal school year. This is a 3 unit class, so you would expect to spend about 9-12 hours a week on it.

### **COURSEWORK and GRADING:**

There will be 1000 points possible over the course of the semester. Class grades will be assigned based on the following cut-offs: 930 is an A, 900 is an A-, 870 is an B+, 830 is a B, 800 is a B-, 770 is a C+, 700 is a C and 600 is a D. You will earn these points through:

Canvas Quizzes: (Over 200 points possible, thus 20% of your final grade) These will be mostly multiple choice and numerical quizzes. You will get 3 attempts on each quiz. Unless otherwise noted, there will be Canvas quizzes due every Monday night at 11:55 pm.

In-Class Exams: (300 points possible, thus 30% of your final grade.)

We will have two in-class exams worth 150 points each. The questions will be mostly multiple choice and numeric and will look a lot like the Canvas quizzes. You can use any and all handwritten notes for the in-class exams.

New Venture Project: (500 points, thus 50% of your final grade.) The requirements for the New Venture project and related assignments will be detailed in class and in handouts. The basic idea of the paper is that you'll be working in groups of 3 or 4 students to come up with an idea for a hypothetical new business, research its viability and plan for overcoming the obstacles you expect to encounter. At the end of the semester, each team will be required to make a formal presentation of their proposal to the class.

Participation: Participation points are extra credit and will be offered on an opportunistic basis. It's like a lottery ticket for every day you come to class!

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| Week | Week Begins | Chapters                  | Material                              | Special Notes                                     |
|------|-------------|---------------------------|---------------------------------------|---|
| 1    | 8/20/2018   | 1                         | Introduction                          |   |
| 2    | 8/27/2018   | 2                         | Economics                             |   |
| 3    | 9/3/2018    | 3                         | Intl Business                         | Labor Day 9/3. No class.                          |
| 4    | 9/10/2018   | 4, 5                      | Ethics, Communication                 |   |
| 5    | 9/17/2018   | 6, 7                      | Organizational Form, Entrepreneurship |   |
| 6    | 9/24/2018   | None                      |                                       | Exam 1: Chapters 1-7 9/24, Team Contract 9/26     |
| 7    | 10/1/2018   | 8                         | Accounting                            |   |
| 8    | 10/8/2018   | 9                         | Finance                               |   |
| 9    | 10/15/2018  | 10                        | Financial Markets                     |   |
| 10   | 10/22/2018  | 11                        | Marketing Overview                    |   |
| 11   | 10/29/2018  | 12                        | Product, Promotion                    |   |
| 12   | 11/5/2018   | 13                        | Distribution, Pricing                 |   |
| 13   | 11/12/2018  | Personal Finance Appendix | Personal Finance                      |   |
| 14   | 11/19/2018  |                           |                                       | Thanksgiving Break                                |
| 15   | 11/26/2018  | None                      |                                       | Exam 2: Chapters 8-15 plus Personal Finance 11/26 |
| 16   | 12/3/2018   | None                      | New Venture Presentations             |   |
| 17   | 12/10/2018  | None                      | New Venture Presentations             |   |