

Course Information

Semester & Year: Fall 2019
Course ID & Section #: D8970
Instructor's name: Ms. Rowan
Day/Time or *Online: Friday 11:30 a.m. – 2:40 p.m.
Location or *Online: Pelican Bay B Yard
Number of units: 3

Instructor Contact Information

Office location or *Online: TBA
Office hours: TBA
Phone number: 707-465-2300
Email address: sandra-rowan@redwoods.edu

Required Materials

Textbook Title: <i>BUSN9</i>
Edition: 9 th Edition
Author: Marcella Kelly and Chuck Williams
ISBN: 978-1-305-49695-8
Other requirements: materials, equipment or technology skills: Textbooks will be provided the first day of class

Catalog Description

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.

Course Student Learning Outcomes *(from course outline of record)*

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.

Evaluation & Grading Policy

There are no prerequisites, however, English is highly recommended. Rubrics will be provided for all graded assignments. Written assignments will not be accepted if they are more than one week late. I deduct points for late assignments. One week late = 50% deduction without a compelling reason. After seven days, there is no credit. The following chart shows the number of points assigned to each activity.

Assignment	Points	Total
In-class activities/participation points	15	150
Balance Sheet	15	15
15 Quizzes	10	150
4 Exams	50	200
Final Presentation	150	150
Total:		675

[Special accommodations statement](#)

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.

[Student feedback policy](#)

Written work, quizzes, and exams will be graded and returned to students within two weeks.

[Proctored Exams](#)

Not applicable.

[Student Accessibility Statement and Academic Support Information](#)

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. However, academic support at Pelican Bay will be determined on a case-by-case basis. Institutional Policies

[Special accommodations statement \(*required for online classes\)](#)

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- Eureka: 707-476-4280, student services building, 1st floor
- Del Norte: 707-465-2324, main building near library
- Klamath-Trinity: 530-625-4821 Ext 103

[Student Access \(*required for online classes\)](#)

These standards are required by federal regulation. Students will have access to this course that complies with the Americans with Disabilities Act of 1990 (ADA), Section 508 of the Rehabilitation Act of 1973, and College of the Redwoods policies. Course materials will include a text equivalent for all non-text elements; videos will include closed captioning, images will include alt-tags, hyperlinks will use descriptive/meaningful phrases instead of URLs and audio files will include transcripts. All text will be formatted for use with screen readers and all course materials will be understandable without the use of color.

Students who discover access issues with this class should contact the instructor.

[Admissions deadlines & enrollment policies](#)

Fall 2019 Dates

- *Last day to add a class: 8/23/19*
- *Last day to drop without a W and receive a refund: 9/6/19*
- *Census date: 9/9/19*
- *Last day to petition to graduate or apply for certificate: 10/31/19*
- *Last day for student-initiated W (no refund): 11/1/19*
- *Last day for faculty initiated W (no refund): 11/1/19*

- *Veteran's Day (all campuses closed):11/11/19*
- *Fall break (no classes):11/25/19 – 11/30/19*
- *Thanksgiving (all campuses closed):11/28/19 – 11/29/19*
- *Final examinations:12/14/19 – 12/20/19*
- *Semester ends:12/20/19*
- *Grades available for transcript release: approximately 1/6/20*

Students who have experienced extenuating circumstances can complete & submit the **Excused Withdrawal Petition** to request an Excused Withdrawal (EW) grade instead of the current Withdrawal (W) or non-passing (D, F & NP) grades. The EW Petition is available from the Admissions and Records Forms Webpage. Supporting documentation is required.

Academic dishonesty

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. 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 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, the student 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. 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](#).

Policies for this Class

Class participation and Attendance policy

I expect advance preparation and active engagement in our class discussions. Questions are always welcomed as well as discussions about current business topics in the news. Attendance is mandatory to be fully successful in this course. During the last month of the semester, when we are working on the New Venture Project, attendance is mandatory and you will lose participation points if you miss class without a compelling reason. There will be weekly quizzes over the assigned reading.

Communication Guidelines

Students are highly encouraged to contact me if you experience difficulties. Please keep in mind that students have a right to privacy and instructors may not disclose their information to anyone (including parents/guardians) without the student's prior written consent.

Regular effective contact (*required for online classes)

I will set aside some time each class period to address concerns, questions, discuss course progress, etc., on an individual basis.

Policies - additional

As much as I am able, I will work with you to complete any missed assignments, quizzes, or exams.

Information for this Class

Recommended textbooks & other materials

Any outside materials needed will be discussed and provided.

Proctoring (*required for online courses)

Not applicable.

Preferred Name in Canvas

Students have the ability to have an alternate first name and pronouns to appear in Canvas. Contact [Admissions & Records](#) to request a change to your preferred first name and pronoun. Your Preferred Name will only be listed in Canvas. It does not change your legal name in our records. See the [Student Information Update form](#).

Canvas Information

While I will be posting your grades in Canvas, we will not be using Canvas as a means of communication in this course. If using Canvas, include navigation instructions, tech support information, what Canvas is used for, and your expectation for how regularly students should check Canvas for your class.

Log into Canvas at <https://redwoods.instructure.com>

Password is your 6 digit birth date

For tech help, email its@redwoods.edu or call 707-476-4160

Technology skills, requirements, and support (required for online classes)

Not applicable for this course.

Gender-Inclusive Language in the Classroom

College of the Redwoods aspires to create a learning environment in which all people feel comfortable in contributing their perspectives to classroom discussions. It therefore encourages instructors and students to use language that is gender-inclusive and non-sexist to affirm and respect how people describe, express, and experience their gender. Just as sexist language excludes women's experiences, non-gender-inclusive language excludes the experiences of individuals whose identities may not fit the gender binary, and/or who may not identify with the sex they were assigned at birth. Gender-inclusive/non-sexist language acknowledges people of any gender (for example, first year student versus freshman, humankind versus mankind, etc.), affirms non-binary gender identifications, and recognizes the difference between biological sex and gender expression.

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Emergency procedures / 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.

Del Norte Campus Emergency Procedures

These procedures are not applicable for our class.

[Klamath Trinity Campus Emergency Procedures](#)

Not applicable for our class.

[Student Support Services](#)

If students need additional support, you may submit a Question form to CR through your instructor or through Mr. Wilson at Pelican Bay.

[Counseling and Advising](#)

If students need additional support, you may submit a Question form to CR through your instructor or through Mr. Wilson at Pelican Bay.

[Class schedule](#)

Our tentative course schedule (**I reserve the right to make changes as necessary**):

Schedule of Required Reading, Written Assignments, Quizzes and Exams for Fall Semester 2018		
Thursday	Assigned Chapter	Subject Material
30-Aug	1	Business Now: Change is the Only Constant
6-Sep	2	Economics: The Framework for Business
13-Sep	3	The World Marketplace: Business Without Borders
20-Sep	4 5	Business Ethics and Social Responsibility; Business Communication
27-Sep	Exam 1 and Ch 6	Exam 1 (Chapters 1 - 5) Business Formation: Choosing the Form that Fits
4-Oct	7 11	Small Business Entrepreneurship: Economic Rocket Fuel; Marketing: Building Profitable Customer Connections Begin Marketing Project
11-Oct	11 and 12	Product and Promotion: Creating and Communicating Value
18-Oct	13	Distribution and Pricing: The 4 P's of Marketing
25-Oct	8	Exam 2 (Chapters 6-7, 11 - 13) Accounting: Decision Making by the Numbers
1-Nov	8 and 9	Finance: Acquiring and Using Funds to Maximize Value
8-Nov	10	Financial Markets: Allocating Financial Resources
15-Nov		Exam 3 (Chapters 8 - 10) Work on New Venture Project
22-Nov	14	Management , Motivation and Leadership Work on New Venture Project
29-Nov		Thanksgiving/Fall Break
6 Dec	15 and 17	Human Resource Management: Building a Top Quality Workforce and Operations Management: Putting It All Together Work on New Venture Project
13-Dec		Exam 4 (Chapters 14, 15, 17) Work on New Venture Project and Elevator Pitch
20-Dec		Presentations