

## Course Information

Semester & Year: Autumn 2019
Course ID & Section #: BUS10 E7481
Instructor's name: Kyle Zeck
Day/Time: MW 0830-0955 (E7481)
Location: HU218 (E7481)
Number of units: 3.0

## Instructor Contact Information

Office location: HU119
Office hours: Monday 1300-1400, Thursday 1300-1400, and by appointment.
Phone number: TBA
Email address: <a href="mailto:kyle-zeck@redwoods.edu">kyle-zeck@redwoods.edu</a> (preferred)

## Required Materials

Textbook Title: BUSN
Edition: 7th Edition or later
Authors: Marce Kelley and Chuck Williams
ISBN: 978-1285187822
Textbook Title: Outliers
Author: Malcolm Gladwell
ISBN: 978-0-316-01793-0

## Catalog Description

**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.**

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

- Analyze situations and apply business terms and concepts to make business decisions.**
- Communicate effectively as writers, listeners, and speakers in social and business settings.**

## Evaluation & Grading Policy

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 a 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 100 points each and one final exam, also worth 100 points. 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.

### [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 accommodations, please see me or contact [Disability Services and Programs for Students](#). Students may make requests for alternative media by contacting DSPS based on their campus location at 707-476-4280 or at the Student Services building, 1<sup>st</sup> floor

### [Student feedback policy](#)

Feedback for all assignments will be provided to all students within two weeks of the graded event and will be available sooner whenever possible. Students who wish to receive feedback earlier should address all concerns with the instructor.

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

#### **Student Accessibility**

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.

#### **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.

*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*

### [Admissions deadlines & enrollment policies](#)

- *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*
- *Autumn 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

Attendance: Attendance will be taken daily and absences will be addressed individually.

Participation: Participation points are extra credit and will be offered on an opportunistic basis.

#### Policies - additional

Punctuality—Be on time and please plan ahead. Emergency circumstances and unforeseen events will be addressed and understood. Your ability to be in the right place at the right time will have a strong correlation with your overall success in life.

Late Work—Late work will be accepted until 5 December.

Use of personal technological devices—Personal technological devices are permitted so long as they are not a distraction or a deterrent from participation.

## Information for this Class

The first day of class will be:

Monday, 26 August for E7480 and E7481.

<u>Week</u>	<u>Week Begins</u>	<u>Topic</u>	<u>Text Chapters &amp; Activities</u>	<u>Notes</u>
1	26 AUG	Introduction, Ethics	<i>BUSN 1 &amp; 4</i>	
2	2 SEP	Economics	<i>BUSN 2</i>	Labor Day 2 SEP no class
3	9 SEP	Economics, International Business	<i>BUSN 2 &amp; 3; Outliers Introduction &amp; Chapter 1;</i>	Census Date 9 SEP
4	16 SEP	Organizational Form, Entrepreneurship	<i>BUSN 6 &amp; 7; Outliers 2</i>	
5	23 SEP	<b>Exam</b> /Team Contract, Accounting	<i>BUSN 8; Outliers 3</i>	Exam 23 & 24 SEP
6	30 SEP	Accounting	<i>BUSN 8; Outliers 4</i>	Enron
7	7 OCT	Finance, Financial Markets	<i>BUSN 9 &amp; 10</i>	
8	14 OCT	Communication, Marketing Overview	<i>BUSN 5 &amp; 11; Outliers 5</i>	
9	21 OCT	Product, Promotion; Distribution, Pricing	<i>BUSN 12 &amp; 13; Outliers 6</i>	
10	28 OCT	<b>Exam</b> ; Management, Motivation, and Leadership	<i>BUSN 14; Outliers 7</i>	Exam 28 & 29 OCT
11	4 NOV	Human Resource Management; Managing Information and Technology	<i>BUSN 15 &amp; 16; Outliers 8</i>	
12	11 NOV	Operations Management	<i>BUSN 17; Outliers 9</i>	Veterans Day 11 NOV no class
13	18 NOV	Personal Finance	<i>BUSN Personal Finance Appendix;</i>	
14	25 NOV	None		Autumn Break
15	2 DEC	<b>New Venture Presentations</b>	<i>Outliers Epilogue</i>	Last day late work will be accepted: 5 DEC
16	9 DEC	<b>New Venture Presentations/Review</b>		
17	16 DEC	<b>Final Exam</b>		

This schedule is **tentative**, changes to this schedule will be announced in class and on Canvas.

#### 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

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](mailto:its@redwoods.edu) or call 707-476-4160

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

Tech equipment and skills are required for student success and of equal importance as required textbooks and materials.

Students can obtain a free [Office 365 license](#) (includes Word, Excel, PowerPoint and more) with a valid CR email.

Necessary Computer Skills - [instructor: identify the computer skills necessary for students to succeed in your course.]

Technology Requirements (computer, other hardware, and software) - [instructor: identify the computer requirements and any hardware or software necessary for students to succeed in your class.]

Technology Support - [instructor: identify your role in providing technology support]

Before contacting Technical Support please visit the [Online Support Page](#). For password issues with Canvas, Web Advisor or your mycr.redwoods.edu email, contact [its@redwoods.edu](mailto:its@redwoods.edu) or call 707-476-4160 or 800-641-0400 ext. 4160 between 8:00 A.M. and 4:00 P.M., Monday through Friday.

### 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](mailto:security@redwoods.edu) if you have any questions.

In the event of an emergency:

1. Evaluate the impact the emergency on your activity/operation and take appropriate action.
2. Dial 911, to notify local agency support such as law enforcement or fire services.
3. Follow established procedures for the specific emergency as outlined in the College of the Redwoods Emergency Procedure Booklet.
4. If safe to do so, notify key Klamath-Trinity Instructional Site administrators and personnel.
5. Do not leave site, unless it is necessary to preserve life and/or has been deemed safe by the person in command.
6. If safe to do so, move to the nearest evacuation point outside building (Pooky's Park), directly behind the Hoopa Tribal Education Building.

### Student Support Services

The following online resources are available to support your success as a student:

- [CR-Online](#) (Comprehensive information for online students)

- [Library Articles & Databases](#)
- [Canvas help and tutorials](#)
- [Online Student Handbook](#)

[Counseling and Advising](#) offers academic support and includes academic advising and educational planning

Learning Resource Center includes the following resources for students

- [Academic Support Center](#) for instructional support, tutoring, learning resources, and proctored exams.
- [Library Services](#) to promote information literacy and provide organized information resources.
- Multicultural & Diversity Center [waiting for hyperlink and Mission]
- Math Lab & Drop-in Writing Center

Special programs are also available for eligible students include

- [Extended Opportunity Programs & Services \(EOPS\)](#) provides financial assistance, support and encouragement for eligible income disadvantaged students at all CR locations.
- The TRiO Student Success Program provides eligible students with a variety of services including trips to 4-year universities, career assessments, and peer mentoring. Students can apply for the program in [Eureka](#) or in [Del Norte](#)
- The [Veteran's Resource Center](#) supports and facilitates academic success for Active Duty Military, Veterans and Dependents attending CR through relational advising, mentorship, transitional assistance, and coordination of military and Veteran-specific resources.
- Klamath-Trinity students can contact the CR KT Office for specific information about student support services at 530-625-4821
- The [Honors Program](#) helps students succeed in transferring to a competitive four-year school.