

## Course Information

Semester & Year: Spring 2020  
 Course ID & Section #: BUS-10 D0786  
 Instructor's name: Sandra Rowan  
 Day/Time or \*Online: Thursday/5:00 p.m. – 8:10 p.m.  
 Location or \*Online: Pelican Bay  
 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: BUSN9  
 Edition: 9<sup>th</sup> Edition  
 Author: Marcella Kelly and Chuck Williams  
 ISBN: 978-1-305-49695-8  
 Other requirement: 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

10 Quizzes	100 Points
2 Exams	100 Points
Team Contract	25 Points
Elevator Pitch	50 Points
Presentation	150 Points
Peer Evaluation	10 Points
Balance Sheet	15 Points
Total	500 Points

Rubrics will be provided for all graded assignments.

## Prerequisites/co-requisites/ recommended preparation

There are no prerequisites, however, English is highly recommended

### 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

### Student Accessibility Statement

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

### 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.

### 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 and Quizzes/Exams for the Spring 2020 Semester - D0786		
Thursday	Assigned Chapter	Subject Material and Required Assignments
23-Jan	1	Business Now: Change is the Only Constant
30-Jan	2	Economics: The Framework for Business
6-Feb	3	The World Marketplace: Business Without Borders
13-Feb	4	Business Ethics and Social Responsibility: Doing Well by Doing Good
20-Feb	5	Business Communication: Creating and Delivering Messages that Matter
27-Feb	6	<b>Exam 1 (Chapters 1 - 5)</b> then Business Formation: Choosing the Form that Fits
5-Mar	8	Accounting: Decision Making by the Numbers
12-Mar	9	Finance: Acquiring and Using Funds to Maximize Value
Spring Break		
26-Mar	10	Financial Markets: Allocating Financial Resources
2-Apr	7	<b>Exam 2 ( Chapters 6, 8 - 10)</b> , Small Business and Entrepreneurship: Economic Rocket Fuel;
9-Apr	11	11 - Marketing: Building Profitable Customer Connections; <b>Group Work</b>
16-Apr	12	Product and Promotion: Creating and Communicating Value; <b>Group Work</b>
23-Apr	13	Distribution and Pricing: The 4 P's of Marketing; <b>Group Work</b>
30-Apr	14	Management, Motivation, and Leadership; <b>Group Work</b>
7-May	15 and 17	15 - Human Resource Management: Building a Top Quality Workforce; 17 - Operations Management: Putting It All Together; <b>Elevator Pitch</b>
14-May	Finals	<b>Presentations</b>
There will be 13 quizzes administered during the semester. Students may keep their top 10 scores.		