

Syllabus for BUS 10 – Eureka Campus

Semester & Year Spring 2020

Course ID and Section # BUS 10 - E7971

Instructor's Name Gordon Griswold

Day/Time E7971 - TTH 11:40AM- 1:05PM

Location HU 129

Number of Credits/Units 3.0

Contact Information *Office location* TBD

Office hours TBD

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Textbook Information

Title & Edition Introduction to Business
Revision Number IB-2018-000(09/18)-BKB



Author L. Gitman, C. McDaniel, A. Shah

ISBN - 13 978-1947172548

Course 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.

Student Learning Outcomes

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 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 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

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 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). 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 if you have any questions.

Additional Policies, Assignments and Grading

In-class Participation Policy:

Participation (Roll Call =3.3/class, In-class engagement = 5.5/class) = 150 points

Excessive Absence Policy: Missing four (4) unexcused consecutive classes in this course will significantly impact your ability to succeed, and thus, is deemed “excessive.” Any student who is absent for four (4) or more consecutive, unexcused class sessions may be dropped from the course.

NOTE: If a fellow student signs the attendance sheet for you – you will both lose 100 points from your class total. If you sign the attendance sheet for a day that you were absent – you will lose 100 points.

Participants in intercollegiate events or students with employment conditions that will cause them to miss classes should see me to discuss attendance alternatives. The only exception to this attendance policy is for an unusual emergency, such as a prolonged illness or family emergency.

I will only make allowances for such an emergency if I am notified ***in advance*** that you will be unable attend class.

Code of Conduct - Professional conduct is built upon the idea of mutual respect. Each member of the class, instructor and student alike, is responsible for creating an effective, collegial, and enjoyable classroom environment which is an essential part of the learning process. Active participation that is “on topic” is encouraged and enhances the learning process. **Persistent disruptive behavior on the part of any student(s) will not be tolerated.**

The remainder of your class participation points will be determined based upon (but not limited to) the following criteria:

- **Attending the class.** Please see attendance policy above.
- **Arriving on time.** Late arrivals are disruptive to both lectures and class discussion, and show disrespect to those who are on time.
- **Actively participating in the Daily News discussions in class.** It is not enough to simply sit in your seat and listen. Please also contribute your thoughts and ask questions.
- **Minimizing disruptions.** All cell phones and pagers should be turned off during class. You should not leave and re-enter the class. You should avoid engaging in side conversations after class has begun.

- **Being prepared for class.** You should be ready to discuss any assigned readings and to answer any assigned questions for each day's class, including being ready to open a case assigned for that day.
- **Turning off your cell phone (or any other electronic device) prior to class.** Please turn your phones off prior to entering the classroom.
- **RESPECT.** You should act respectfully toward all class participants.

Quizzes: There will be a total of 5 quizzes that will be handed out during the Tuesday class and must be handed in prior to the beginning of the following Tuesday class. Two midterms will be given on the Tuesday classes on the designated weeks listed on the class schedule (weeks 5 & 11). Final exam will include material from all chapters as well as information discussed during classes.

Grading (The Bottom Line): Grades will be assigned using the following performance measures:

Participation (Roll Call =3.3/class, In-class engagement = 5.5/class) = 150 points

Quizzes (5 @ 100 points each) = 500 points

Midterms (Midterm 1=50, Midterm 2=50) = 100 points

Final (1 @ 100) = 100 points

New Venture Assignment = 100 points

Investment Project = 50 points

TOTAL POINTS POSSIBLE (SUBJECT TO CHANGE) = 1000 POINTS


PLEASE NOTE: Attendance is required for all presentations; there will be no make-up presentations. If you fail to attend your scheduled presentation, you will not receive any points for your group work (regardless of contributions to the team effort prior to the presentation date). For your presentation, your team will be asked to play the role of the "decision makers" within an entrepreneurial start-up company. You will present your new venture concept to a classroom of potential investors. Your collective creativity, enthusiasm, and thorough research will either convince our class to invest in your new company...or not. We will discuss the requirements of the presentation at length in class. We will discuss topics related to the "art" of public speaking and the inevitable anxiety that we *all* feel prior to a speech or presentation. It is my hope that we can learn to harness our nerves related to public speaking and support each other in our presentations; as they say, "we are all in this together."

PLEASE NOTE: The above point totals **are tentative and subject to change**. The final distribution of points may differ in particular categories depending on our progress throughout the semester. However, the above point total is a useful approximation of the requirements for succeeding in this course.

100% - 93%	A	92.9% - 90%	A-	89.9% - 87%	B+
86.9% - 83%	B	82.9% - 80%	B-	79.9% - 77%	C+
76.9% - 70%	C	69.9% - 60%	D	59.9% - 0%	F

If your final grade is “on the bubble” (e.g., 79% or 89%), **class participation and attendance** will be the deciding factor.

Work Schedule (subject to change)

<i>Week</i>	<i>Chapter(s)</i>	<i>Notes</i>
		
Week 1 – 1/21 & 1/23	1 Economic Systems and Business	Introduction, expectations, chapter discussion. Stock Investment: Individual assignment. 2 presentations (weeks 3&6) New Venture Assignment: Team: 4 students. 2 presentations (weeks 4 and 13/14).
Week 2 - 1/28 & 1/30	2 Ethical Decisions / Socially Responsible Business	Chapter discussion.
Week 3 – 2/4 & 2/6	3 Competing Global Marketplace	Stock Investment: Part 1, 2-minute initial presentation. Chapter discussion.
Week 4 – 2/11 & 2/13	4 Forms of Business Ownership	Quiz 1

		New Venture Assignment: First presentation 2/11 & 2/13. Time: 8 minutes/team. Chapter discussion.
Week 5 – 2/18 & 2/20	5 Entrepreneurship: Starting and Managing Your Own Business	Midterm 1 – Covering Ch 1-4 Chapter discussion.
Week 6 – 2/25 & 2/27	6 Management and Leadership in Today's Organizations	Chapter discussion.
Week 7 – 3/3 & 3/5	7 Designing Organizational Structures	Quiz 2 Chapter discussion.
Week 8 – 3/10 & 3/12	8 Managing Human Resources and Labor Relations	Chapter discussion.
Week 9 – 3/17 & 3/19	9 Motivating Employees	Chapter discussion.
Week 10 – 3/24 & 3/26	10 Achieving World-Class Operations Management	Quiz 3 Chapter discussion.
Week 11 – 3/31 & 4/2	11 Creating Products and Pricing Strategies to Meet Customers' Needs	Midterm 2 – Covering Ch 5-10 Chapter discussion.
Week 12 – 4/7 & 4/9	12 Distributing and Promoting Products and Services	
Week 13 – 4/14 & 4/16	13 Using Technology to Manage Information	New Venture Assignment: Final presentation 4/14, 4/16, 4/21 and 4/23.. Time: 16 minutes/team. Chapter discussion.
Week 14 – 4/21 & 4/23	14 Using Financial Information and Accounting	Quiz 4 New Venture Assignment: Final presentation 4/14, 4/16, 4/21 and 4/23.. Time: 16 minutes/team. Chapter discussion.
Week 15 – 4/28 & 4/30	15 Understanding Money and Financial Institutions	Chapter discussion.

Week 16 – 5/5 & 5/7	16 Understanding Financial Management and Securities Markets 17 Your Career in Business	Quiz 5 Chapter discussion.
Finals – 5/12 & 5/14	Class Review, finish presentations & final	Final Exam – All Chapters inclusive

Note: The work schedule above is **subject to change**. If you are absent for your group presentation, you will not receive credit for the assignment. Your final score will also be influenced by the feedback received from your peers via the Peer Evaluation form. This form is included on our Canvas site and the process will be discussed at length in class.