

## Syllabus for BUS 10 – Eureka Campus

<b>Semester &amp; Year</b>	Spring 2020
<b>Course ID and Section #</b>	BUS 10 - E7972
<b>Instructor's Name</b>	Chris Gaines
<b>Day/Time</b>	E7972 - TTH - 8:30am - 9:55am
<b>Location</b>	HU 110
<b>Number of Credits/Units</b>	3.0
<b>Contact Information</b>	<i>Office location</i> AT 139
	<i>Office hours</i> TTH noon-1pm and by appointment
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<b>Textbook Information</b>	<i>Title &amp; Edition</i> BUSN 11 (11 <sup>th</sup> Edition)
	<i>Author</i> Kelly, Williams
	<i>ISBN</i> 9781337407120

## **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](http://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](http://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](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.

## Additional Policies, Assignments and Grading

**In-class Participation Policy:** Your presence and participation will greatly benefit the classroom experience for you and your classmates. For this reason, your final grade will be raised if your in-class participation is good, and penalized if your in-class participation is poor.

The following is a partial breakdown of your participation grade:

0 to 2 absences	<b>No Deduction</b>
3 or 4 absences	20 Point Deduction

**4 or more  
consecutive  
unexcused  
absences**

**Please see the “Excessive  
Absence Policy” below.**

**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 and/or may fail to pass 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 to 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 the 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 quiz for every chapter. For Midterm #1 (Ch 1-5) there will be five quizzes with the "Best of Four" counting toward the grade. For Midterm #2 (Ch 8-10) there will be three quizzes with the "Best of Two" counting toward the grade.

**New Venture Presentation:** The requirements for the New Venture Exercise, and related assignments, will be discussed at length in class. In brief...a portion of each class session will be devoted to discussing the many challenges that an entrepreneur faces when starting a new business. Each team will be required to utilize course concepts, and the group's collective creativity, to create a hypothetical new venture. At the end of the semester, each team will be required to present their proposed venture to the class.

**Investment Project:** The requirements for the Investment Project, and related assignments, will be discussed at length in class. In brief . . . you will establish a financial goal, select five (5) stocks that will be tracked for 12 weeks. You will compare your stocks performance with an index, report results, along with what you learned in a powerpoint presentation at the end of the semester.

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

Participation (Roll Call =50, In-class = 50) = 100 points

Weekly insight posts (10 x 10 points each) = 100 points

Quizzes (6 x 10 points each) = 60 points

Midterms (Midterm 1=100, Midterm 2=72) = 172 points

New Venture Assignment = 100 points

Investment Project = 65 points

**TOTAL POINTS POSSIBLE (SUBJECT TO CHANGE) = 597 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)**

<b>Week</b>	<b>Chapter (s)</b>	<b>Notes</b>
Week 1	1	Please be sure to buy your textbook and login to our Canvas site to access course materials.  Submit weekly insight post and chapter quiz.

Week 2	1, 2	Attend class, ask questions, and read materials. Submit weekly insight post and chapter quiz.
Week 3	3	Attend class, ask questions, and read textbook. Submit weekly insight post and chapter quiz.
Week 4	4	Attend class, ask questions, and read textbook. Submit weekly insight post and chapter quiz.
Week 5	5	Attend class, ask questions, and read textbook. Prepare for the upcoming midterm by reviewing previous chapters. Submit weekly insight post and chapter quiz.
Week 6	<b>All quizzes due for Ch 1 - 5</b>	<b>Midterm #1 Review (Chapters 1-5)</b> <b>Midterm #1 Exam</b> <b>Submit weekly insight post and chapter quiz.</b>
Week 7	8	Attend class, ask questions, and read textbook. Submit weekly insight post and chapter quiz.



Week 8	9	Attend class, ask questions, and read textbook. Submit weekly insight post and chapter quiz.
Week 9	9, 10	Submit weekly insight post and chapter quiz.
Week 10	10	Attend class, ask questions, and read textbook. Submit weekly insight post and chapter quiz.
Week 11	<b>All quizzes due for Ch 8-10</b>	<b>Midterm #2 Review (Chapters 8-10)</b> <b>Midterm #2 Exam</b>
Week 12	New Venture Project	Group work. New Venture project slides 6-11 & 12-13
Week 13	Presentations	Group Work
Week 14	New Venture Project	Group Work <b>Investment Project Due</b>

Week 15	Presentations	New Venture Project Group work. Finalize, practice, and deliver presentations.
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Week 16	Presentations	<b>New Venture Final Presentations.</b> <b>Attendance mandatory to receive credit.</b>
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Finals	Finals Week	<b>New Venture Final Presentations.</b> <b>Attendance mandatory to receive credit.</b>
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**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.