

Course Syllabus

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Syllabus for Introduction to Business

Course Information

Semester & Year: Spring 2020

Course ID & Section #: V7986

Instructor's name: Kristen Luke

Day/Time or *Online: Online

Location or *Online: Online in Canvas

Number of units: 3

Instructor Contact Information

Office location or *Online:

Office hours: We will hold office hours in Zoom. Information on that forthcoming!

Phone number:

Email address: Kristen-Luke@redwoods.edu

Required Materials

Textbook Title: BUSN 10

Edition: 10th

Author: Kelly, Williams

ISBN: 9781337116695, 10:1337117080, 13: 9781337117081

Other requirements: being able to take a proctored exam (see details below)

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.

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.

Prerequisites/co-requisites/ recommended preparation

Recommended Prep: ENGL-150 (or equivalent) or appropriate reading and writing scores on placement exam.

Transfers to: UC and CSU C-ID: BUS 110

Special accommodations statement

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.

Student feedback policy

I will access the class website regularly and respond to posted questions and messages generally within 24 hours of receipt (I only check my messages once per day). If for some reasons, I miss your message, send me another within 24 hours and I will definitely see it. Additionally, I read and provide feedback to each student's discussion forum posts by the end of the week in which they are due. There is also regular instructor-based communication in the Canvas messaging system. I will give you detailed feedback on your project assignments by two weeks after they are submitted.

Proctored Exams

You will need to take a closed-book, open notes, multiple choice final within the Canvas system (it will appear the same as your weekly quizzes). You **MUST** take the exam as a proctored exam in the Learning Resource Center (LRC) on the CR Eureka campus, Del Norte site or Klamath Trinity, or within Proctorio. If you are not local to any of these locations and cannot use Proctorio, or prefer not to, you may choose a site local to you. Please discuss any alternative arrangements two weeks prior to the last week of the course.

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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 [_\(http://www.redwoods.edu/dsps\)_](http://www.redwoods.edu/dsps). Students may make requests for alternative media by contacting DSPS based on their campus location:

- 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

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

- SPRING SEMESTER 2020

Flex days	Jan 16 & 17
Classes begin.....	Jan 18
All-college Holiday (Martin Luther King, Jr.'s Birthday)...	Jan 20
Census Day.....	Feb 3
Census Roster Due Date.....	Feb 10
Flex goals for Associate Faculty Due	Feb 14
No classes (Lincoln's Birthday)	Feb 14
All-college Holiday (President's Day)	Feb 17
No classes (Spring Break).....	Mar 16-21
Flex forms due for Full Time Faculty	May 1
Flex activities due for Associate Faculty.....	May 8
Final exams	May 9-15
Classes end.....	May 15
Commencement	May 15 & 16
Grades Due	May 25
All-college Holiday (Memorial Day)	May 25

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](http://www.boarddocs.com/ca/redwoods/Board.nsf/goto?open&id=ARKSTR7410A2) [_ \(http://www.boarddocs.com/ca/redwoods/Board.nsf/goto?open&id=ARKSTR7410A2\)](http://www.boarddocs.com/ca/redwoods/Board.nsf/goto?open&id=ARKSTR7410A2).) 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](https://www.redwoods.edu/catalog) [_ \(https://www.redwoods.edu/catalog\)](https://www.redwoods.edu/catalog) and on the [College of the Redwoods website](https://www.boarddocs.com/ca/redwoods/Board.nsf/Public?open&id=policies) [_ \(https://www.boarddocs.com/ca/redwoods/Board.nsf/Public?open&id=policies\)](https://www.boarddocs.com/ca/redwoods/Board.nsf/Public?open&id=policies)..

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](http://www.boarddocs.com/ca/redwoods/Board.nsf/goto?open&id=ARKSTR7410A2) [_ \(http://www.boarddocs.com/ca/redwoods/Board.nsf/goto?open&id=ARKSTR7410A2\)](http://www.boarddocs.com/ca/redwoods/Board.nsf/goto?open&id=ARKSTR7410A2).) 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](https://www.redwoods.edu/catalog) [_ \(https://www.redwoods.edu/catalog\)](https://www.redwoods.edu/catalog) and on the [College of the Redwoods website](https://www.boarddocs.com/ca/redwoods/Board.nsf/Public?open&id=policies) [_ \(https://www.boarddocs.com/ca/redwoods/Board.nsf/Public?open&id=policies\)](https://www.boarddocs.com/ca/redwoods/Board.nsf/Public?open&id=policies)..

Policies for this Class

Class participation and Attendance policy

Student-initiated withdrawal may occur by 1/31/20 with nothing recorded in the student transcripts and receive a refund. After that point, a "W" will be recorded on your transcript. Administrative procedure (AP 5075) allows instructors to withdraw students from class for non-participation through the 10th week of class. I will drop you from the course if you miss a quiz, or if you do not participate in and pass the syllabus and canvas informational quiz. You will get one email warning that you have violated the drop policy. And, if you do not respond by continuing to submit assignments in a timely manner as per my discretion, you will be dropped from the course. I am very strict about this policy and there are no exceptions to it. Please contact me with any questions as this is very important information.

Communication Guidelines

Personal questions should be communicated with Messages (Help) in Canvas. Please do not send me an email, rather, as previously stated please send me a message in Canvas to discuss personal matters. It is much easier and quicker for me to you respond to you through Canvas as I check Canvas more frequently. I will also post a discussion forum for you to discuss aspects of the course with your fellow students. However, I may not check that very frequently as it is for student discussion primarily. Again, any questions you have, please message me in Canvas. If the message affects some or many students, say for example you notice an issue with the quiz, I will make sure to post an announcement for the entire class to read.

Netiquette: Please be respectful to your classmates. Be kind and professional in all of your postings and responses to the discussion forum. Adhere to the same standards of behavior online that you follow in a face to face class room. Inappropriate comments within the discussion forums could result in losing credit for participation during that week's discussion forum as well as being dropped from the course.

Regular and effective contact

I will access the class website regularly and respond to posted questions and messages generally within 24 hours of receipt. If for some reason, I miss your message, send me another within 24 hours and I will definitely see it. Additionally, I read and provide feedback to each student's discussion forum posts by the end of the week after they are due. There is also regular instructor-based communication with weekly announcements and emails/messages to students who have messaged me through the Canvas messaging system. I will give you detailed feedback on your new venture business plan. Lastly, I am available for office hours - information on office hours is forthcoming!

Policies - additional

I do not accept late work.

Information for this Class

Class schedule

The class schedule is available in Canvas.

Evaluation process

Course Assignments: Every Sunday, the week's assignments will be listed in **Announcements** and posted in the Modules section of Canvas. You will complete them under the specific weekly module. The weekly assignments will typically require you to read textbook chapters, review online power point slides, watch course material videos, participate in discussion forums, and complete chapter quizzes. Several weeks will require a written exam (1 proctored exam) or a project submission.

Canvas Quizzes: (25% of your final grade) These will be multiple choice in their format and contain 15 multiple choice questions. Unless otherwise noted, there will be Canvas quizzes due every Sunday night at 11:45pm. You will be allowed 3 attempts, they are timed (60 minutes) and the questions change with each iteration. The

quizzes will remain open to view and study from for the final but please do not submit them after their due date. I will drop your lowest two quiz scores as extra credit assistance.

Discussion forums: (25% of your final grade) Each week, I will post questions to the discussion forum. Students will respond to the questions and based on the answer, I will provide a grade for the response. A rubric is attached to the discussion forum assignments. There will be several questions each week. You need to provide a unique response to each question. Questions are meant for you to think and ponder various aspects of the course discussed in the text for that week. You may need to do an internet search to find unique answers or because the question requires a little research as occasionally additional information may be required. I will drop your lowest discussion forum week score (1 week of discussion forum). I urge you to look at the discussion forum questions early in the week to avoid it being challenging to find a unique response, one that is different than another student's response or perspective. I also will provide extra credit to students that work to assist other students by providing meaningful feedback.

New Venture Project: (25% of your final grade) To better understand how to develop and run a business, we will create a new venture in which we will follow many of the topics within our text to present to an audience. The format for the new venture project should be in Powerpoint, Prezi, etc as slides for presentation. I highly urge you to include voice over if possible to enhance the delivery of your new venture. More details on this assignment within the course modules.

Final Exam: (25% of your final grade.) You will need to take a closed-book, open notes, multiple choice final within the Canvas system (it will appear the same as your weekly quizzes). It is cumulative of all material covered in the course. It is proctored (see proctoring details above for my policies on proctoring). You may bring a simple calculator, scratch paper, pen or pencil, and your notes to the exam. The notes MUST be printed out if you are taking the exam at a proctoring site. If you are taking the exam in Proctorio, your notes must be in a word document (.doc).

Grading policy

Grading Criteria: "A=93% and above, A-=90-92%, B+=88-89%, B=83-87, B-=80-82%, C+=78-79%, C=70-77%, D=69-60%, F=59% and below

Recommended textbooks & other materials

The class requires the textbook BUSN, 10 (10th edition), by Kelly, Williams.

<https://www.cengage.com/c/busn-10e-kelly/9781337116695PF/> [\(https://www.cengage.com/c/busn-10e-kelly/9781337116695PF/\)](https://www.cengage.com/c/busn-10e-kelly/9781337116695PF/)

The above site will guide you to your options. You may rent access to the course for 6 months or you can purchase a hardcopy of the text, also.

Please have access to the text by the first week of class as assignments begin immediately and are due by the end of the second week.

Proctoring

You will need to take a closed-book, open notes, multiple choice final within the Canvas system (it will appear the same as your weekly quizzes). You MUST take the exam as a proctored exam in the Learning Resource Center (LRC) on the CR Eureka campus, Del Norte site or Klamath Trinity, or within Proctorio. If you are not local to any of these locations and cannot use Proctorio, or prefer not to, you may choose a site local to you. Please discuss any alternative arrangements to the above two weeks prior to the last week of the course.

Preferred Name in Canvas

Students have the ability to have an alternate first name and pronouns to appear in Canvas. Contact [Admissions & Records](https://www.redwoods.edu/admissions/Forms) [_\(https://www.redwoods.edu/admissions/Forms\)](https://www.redwoods.edu/admissions/Forms) 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](https://www.redwoods.edu/Portals/28/A.R.Forms.Docs/Miscellaneous/Student%2520Information%2520Update.pdf) [_\(https://www.redwoods.edu/Portals/28/A.R.Forms.Docs/Miscellaneous/Student%2520Information%2520Update.pdf\)](https://www.redwoods.edu/Portals/28/A.R.Forms.Docs/Miscellaneous/Student%2520Information%2520Update.pdf)

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 [_\(mailto:its@redwoods.edu\)](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](https://www.redwoods.edu/Services/Office365) [_\(https://www.redwoods.edu/Services/Office365\)](https://www.redwoods.edu/Services/Office365) (includes Word, Excel, PowerPoint and more) with a valid CR email.

Necessary Computer Skills - Downloading and reading powerpoint slides, creating word documents, creating power point slides (optional), typing up discussion forum posts in a text box, cruising the internet to do some research, locating peer reviewed journal articles via academic databases, etc.

Technology Requirements: Most computers and internet providers are adequate. I would recommend broadband services from cable, DSL, or satellite providers as there are required multimedia assignments. You need to have reliable access to the internet at least 6-10 times a week for 8 weeks. Anticipate problems with your computer and internet access (including power outages) by not waiting until the last minute to submit assignments. It is your responsibility to meet the class deadlines.

Technology Support - Please contact tech support,

Before contacting Technical Support please visit the [Online Support Page](#) (<http://www.redwoods.edu/online/Help>). 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.

Students have the ability to have an alternate first name and pronouns to appear in Canvas. Contact [Admissions & Records](#) (<https://www.redwoods.edu/admissions/Forms>) 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](#) (<https://www.redwoods.edu/Portals/28/A.R.Forms.Docs/Miscellaneous/Student%2520Information%2520Update.pdf>)

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> (<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.

Del Norte Campus Emergency Procedures

Please review the [Crescent City campus emergency map](#) (https://www.redwoods.edu/Portals/70/pdfs/DN%2520CampusSafetyMap_010819-2.pdf) for campus evacuation sites, including the closest site to this classroom (posted by the exit of each room). For more information see the [Redwoods Public Safety Page](#) (<https://www.redwoods.edu/publicsafety>). 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 campus authorities.

Klamath Trinity Campus Emergency Procedures

Please review the [campus emergency map](#)

(https://www.redwoods.edu/Portals/33/Maps/EurekaEmergencyMap_051418.pdf) for evacuation sites, including the closest site to this classroom (posted by the exit of each room). For more information on Public Safety go to the [Redwoods Public Safety Page](#) (<https://www.redwoods.edu/publicsafety>) It is the responsibility of College of the Redwoods to protect life and property from the effects of emergency situations within its own jurisdiction.

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](http://www.redwoods.edu/online) (<http://www.redwoods.edu/online>) (Comprehensive information for online students)
- [Library Articles & Databases](https://redwoods.libguides.com/az.php) (<https://redwoods.libguides.com/az.php>)
- [Canvas help and tutorials](http://www.redwoods.edu/online/Canvas) (<http://www.redwoods.edu/online/Canvas>)
- [Online Student Handbook](http://www.redwoods.edu/Portals/72/Documents/Students/CR-OnlineStudentHandbook.pdf) (<http://www.redwoods.edu/Portals/72/Documents/Students/CR-OnlineStudentHandbook.pdf>)

[Counseling and Advising](http://www.redwoods.edu/counseling/) (<http://www.redwoods.edu/counseling/>) offers academic support and includes academic advising and educational planning

Learning Resource Center includes the following resources for students

- [Academic Support Center](http://www.redwoods.edu/asc) (<http://www.redwoods.edu/asc>) for instructional support, tutoring, learning resources, and proctored exams.

- [Library Services](https://www.redwoods.edu/library) [_\(https://www.redwoods.edu/library\)_](https://www.redwoods.edu/library) 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 \(EOPS\)](http://www.redwoods.edu/eops) [_\(http://www.redwoods.edu/eops\)_](http://www.redwoods.edu/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](https://www.redwoods.edu/trio/eureka) [_\(https://www.redwoods.edu/trio/eureka\)_](https://www.redwoods.edu/trio/eureka) or in [Del Norte](https://www.redwoods.edu/delnorte/TRiO) [_\(https://www.redwoods.edu/delnorte/TRiO\)_](https://www.redwoods.edu/delnorte/TRiO)
- The [Veteran's Resource Center](https://www.redwoods.edu/vets) [_\(https://www.redwoods.edu/vets\)_](https://www.redwoods.edu/vets) 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](https://www.redwoods.edu/Honors/) [_\(https://www.redwoods.edu/Honors/\)_](https://www.redwoods.edu/Honors/) helps students succeed in transferring to a competitive four-year school.

Course Summary:

Date

Details