

Course Information

Semester & Year: Summer 2020

Course ID & Section #: BUS10 V1003

Instructor's name: Kyle Zeck

Day/Time: Online

Location: Online

Number of units: 3.0

Instructor Contact Information

Office location: Remote

Office hours: Tuesdays and Wednesdays at noon

Phone number: TBA

Email address: kyle-zeck@redwoods.edu (preferred)

Required Materials

Textbook Title: BUSN

Edition: 7th Edition or more recent

Authors: Marce Kelley and Chuck Williams

ISBN: 978-1285187822

Other requirement: None

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)*

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

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:

Discussion Posts: (150 points possible, thus 15% of your final grade). You will have six Discussion Posts throughout this semester, which will include one 400 word primary post and one 200 word response post each week. There will be no posts required during weeks 7 & 8.

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 11:59 pm.

Exams: (300 points possible, thus 30% of your final grade). We will have one final exam worth 300 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 notes for the exams, but the essay questions will rely on your ability to think critically and creatively.

New Venture Project: (350 points, thus 35% 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 project is that you'll be working in groups of 2 to 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 record a formal presentation of their proposal to share with the class.

Prerequisites/Co-requisites/Recommended Preparation

None.

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, 1st floor.

Student Feedback Policy

Canvas Quizzes will be graded instantly and Exam feedback will be returned within one week of the due date for all essay questions.

Proctored Exams

We will use Proctorio for all proctored exams.

Student Accessibility Statement and Academic Support Information

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.

Recommended syllabus content - class policies and practices

The following syllabus content, although not required, may be helpful for students. Please consider adding the following content to your syllabus. Sample text and examples are provided for your reference. *Note some of these Items are required for online courses.*

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Institutional Policies

Special Accommodations Statement (required for online classes*)**

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:

- 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 Accessibility Statement (required for online classes*)**

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 policies

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

Class participation will be measured in weekly Discussion Posts over all weeks except for Weeks 4 & 8. As this is an online class, all Students should be able to complete all online content unless there are extenuating circumstances that each Student should address with their instructor immediately.

Communication Guidelines

I will be available for office hours during the noon to 1pm hour on Tuesdays and Wednesdays to address any questions you have. I am also available as my schedule

Regular effective contact (*required for online classes)

I will post regular Discussion Posts and provide feedback to students within two weeks. I will also provide updates as needed through Announcements to all Students in order to keep you informed of all activity in the class and relevant activity in the community, country, and globe.

Policies - additional

As this is an online class, all Students are expected to plan accordingly and turn in all assignments on time. Exceptions may be made on an individual basis, but only in extenuating circumstances. As this is an eight-week course, there will be limited time to make-up anything that is not completed on time and correspondingly less time available for your instructor to provide feedback.

Information for this Class

Class schedule

Our class will begin on 1 June and you will have one week to complete the material for each week, with a due date on the following Monday.

<i>Week</i>	<i>Date</i>	<i>Topic</i>	<i>Text Chapters & Activities</i>	<i>Assignments/Due Dates</i>
1	1 JUN	Introduction & Ethics	<i>BUSN Chapters 1 & 4</i>	<i>Discussion Post 1</i>
2	8 JUN	Economics & International Business	<i>BUSN Chapters 2 & 3</i>	<i>Discussion Post 2</i>
3	15 JUN	Organizational Form & Entrepreneurship	<i>BUSN Chapters 6 & 7</i>	<i>Discussion Post 3</i>
4	22 JUN	Accounting & Finance	<i>BUSN Chapters 8 & 9</i>	<i>Discussion Post 4</i>
5	29 JUN	Financial Markets & Managing IT	<i>BUSN Chapters 10 & 16</i>	<i>Discussion Post 5</i>
6	6 JUL	Communication, Marketing Overview, & Human Resources	<i>BUSN Chapters 5, 11, & 15</i>	<i>Discussion Post 6</i>
7	13 JUL	Product/Promotion, Distribution/Pricing, & Operations Management	<i>BUSN Chapters 12, 13, & 17</i>	<i>NVP due 17 July</i>
8	20 JUL	Management, Review, & Final Exam	<i>BUSN Chapter 14</i>	

Recommended textbooks & other materials

Textbook Title: BUSN

Edition: 7th Edition or later

Authors: Marce Kelley and Chuck Williams

ISBN: 978-1285187822

Proctoring (*required for *online courses*)

We will use Proctorio for our proctored exams.

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

We will use Canvas for all coursework. In order to access weekly assignments and material, please log into Canvas and locate the Module for the present week.

Log into Canvas at <https://redwoods.instructure.com>

Password is your 8 digit birth date

For tech help, email its@redwoods.edu or call 707-476-4160

Canvas Help for students: <https://www.redwoods.edu/online/Help-Student>

Canvas online orientation workshop: <https://www.redwoods.edu/online/Home/Student-Resources/Canvas-Resources>

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 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](#) 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](#).

Emergency procedures / Everbridge

College of the Redwoods has implemented an emergency alert system called Everbridge. In the event of an emergency on campus you will receive an alert through your personal email and/or phones. Registration is not necessary in order to receive emergency alerts. Check to make sure your contact information is up-to-date by logging into WebAdvisor <https://webadvisor.redwoods.edu> and selecting 'Students' then 'Academic Profile' then 'Current Information Update.'

Please contact Public Safety at 707-476-4112 or security@redwoods.edu if you have any questions. For more information see the [Redwoods Public Safety Page](#).

In an emergency that requires an evacuation of the building anywhere in the District:

- 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.

Del Norte Campus Emergency Procedures

Please review the [Crescent City campus emergency map](#) 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](#).

Eureka Campus Emergency Procedures

Please review the [campus emergency map](#) 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](#). 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:

- a. Evaluate the impact the emergency has on your activity/operation and take appropriate action.
- b. Dial 911, to notify local agency support such as law enforcement or fire services.
- c. Notify Public Safety 707-476-4111 and inform them of the situation, with as much relevant information as possible.
- d. Public Safety shall relay threat information, warnings, and alerts through the Everbridge emergency alert system, Public address system, and when possible, updates on the college website, to ensure the school community is notified.
- e. Follow established procedures for the specific emergency as outlined in the College of the Redwoods Emergency Procedure Booklet, (evacuation to a safe zone, shelter in place, lockdown, assist others if possible, cooperate with First Responders, etc.).
- f. If safe to do so, notify key administrators, departments, and personnel.
- g. Do not leave campus, unless it is necessary to preserve life and/or has been deemed safe by the person in command.

Klamath Trinity Campus Emergency Procedures

Please review the responsibilities of, and procedures used by, the College of the Redwoods, Klamath-Trinity Instructional Site (KTIS) to communicate to faculty, staff, students and the general public during an emergency. It is the responsibility of College of the Redwoods, Klamath-Trinity Instructional Site (KTIS) to protect life and property from the effects of emergency situations within its own jurisdiction.

1. In the event of an emergency, communication shall be the responsibility of the district employees on scene.
 - a. Dial 911, to notify local agency support such as law enforcement or fire services.
 - b. If safe to do so, notify key administrators, departments, and personnel.
 - c. If safe to do so, personnel shall relay threat information, warnings, to ensure the school community is notified.
 - d. Contact Jolene Gates 530-625-4821 to notify of situation.
 - e. Contact Hoopa Tribal Education Administration office 530-625-4413
 - f. Notify Public Safety 707-476-4111.

2. In the event of an emergency, the responsible district employee on scene will:
 - a. Follow established procedures for the specific emergency as outlined in the College of the Redwoods Emergency Procedure Booklet.
 - b. Lock all doors and turn off lights if in lockdown due to an active shooter or similar emergency.
 - c. Close all window curtains.
 - d. Get all inside to safe location Kitchen area is best internal location.
 - e. If a police officer or higher official arrives, they will assume command.
 - f. Wait until notice of all is clear before unlocking doors.
 - g. If safe to do so, move to the nearest evacuation point outside building (Pooky's Park), directly behind the Hoopa Tribal Education Building.
 - h. Do not leave site, unless it has been deemed safe by the person in command. Student Support Services (required for online classes)

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.