

Course Information

Semester & Year: Fall 2020

Course ID & Section #: BUS-10-D1182 (051182) Introduction to Business

Instructor's name: Bernadette Johnson

Location: PBSP Correspondence Course

Course units: 3

Instructor Contact Information

Use “Ask CR” or “Burning Questions” sheet for contacting instructor.

Catalog Description

An introduction to the trends and opportunities in today's dynamic global business environment surveying economics, global business, social responsibility, ownership forms, entrepreneurship, management organization, marketing, accounting and financial management.

Course 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.

Welcome!

Hi Class! My name is Mrs. Johnson and I am delighted to be your instructor for this course. I am also a college counselor and have had the privilege of helping most of you with registration and academic planning back in the “olden days” when we were able to meet face-to-face. Many of you have heard my story, and know that I had the honor to be the first “for credit” instructor at Pelican Bay and have been an advocate and ambassador for this program ever since. None of us could have predicted that we would be relegated to correspondence education just a few years into the program, but you can rest assured, that although this is not my preferred way to teach or learn, I am committed to making this the best possible experience I can for us all!

*Trust me, I realize most of you are not thrilled about losing our opportunity to be face-to-face this semester, but I ALSO know that you have excellent resourcefulness, ambition, and GRIT and I am confident that you are going to engage with the material and learning objectives of this course with all the energy, focus and dedication you can muster (which is A LOT)!! I also understand there might be times when you feel overwhelmed, frustrated, or confused, and in those times JUST breathe, rest, and ask for help! My motto is “**never quit on a bad day**”, so if you have a bad day, sleep on it and see how you feel in the morning. Often your energy will be renewed, and innovative solutions and insights will flood your mind so you can regain your inspiration, motivation and focus. **No one can take your education from you.** Never let others get in the way of your goals. Set your sight on your LONG-TERM plans and remember that each step forward is one step closer to that dream! You’ve got THIS!*

Here’s to the start of a great, albeit UNIQUE, Fall semester!

With Warm Regards, Mrs. Johnson

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Accessibility

Students will have access to online course materials that comply with the Americans with Disabilities Act of 1990 (ADA), Section 508 of the Rehabilitation Act of 1973, and College of the Redwoods policies. Students who discover access issues with this class should contact the instructor.

College of the Redwoods is also committed to making reasonable accommodations for qualified students with disabilities. If you have a disability or believe you might benefit from disability-related services and accommodations, please contact your instructor or [Disability Services and Programs for Students](#) (DSPS). Students may make requests by submitting an “Ask CR” sheet.

During COVID19, approved accommodations for distance education classes will be emailed to the instructor by DSPS. In the case of face to face instruction, please present your written accommodation request to your instructor at least one week before the first test so that necessary arrangements can be made. Last-minute arrangements or post-test adjustments cannot usually be accommodated.

Support for learners during COVID-19

In response to COVID-19, College of the Redwoods has changed most face-to-face courses to online or correspondence to protect health and safety. As the faculty and students adjust to this change, clear communication about student needs will help everyone be successful. Please let me know about any specific challenges that might affect your participation in class. **I want every student to thrive.**

Admissions deadlines & enrollment policies

Fall 2020 Dates

- *Classes begin: 8/22/20*
- *Last day to add a class: 8/28/20*
- *Last day to drop without a W and receive a refund: 9/4/20*
- *Labor Day (all-college holiday): 9/7/20*
- *Census date: 9/8/20 or 20% into class duration*
- *Last day to petition to file P/NP option: 9/18/20*
- *Last day to petition to graduate or apply for certificate: 10/29/20*
- *Last day for student-initiated W (no refund): 10/30/20*
- *Last day for faculty initiated W (no refund): 10/30/20*
- *Veteran’s Day (all-college holiday): 11/11/20*
- *Fall break (no classes): 11/23/20-11/28/20*
- *Thanksgiving (all-college holiday): 11/25/20-11/27/20*
- *Final examinations: 12/12/20-12/18/20*
- *Semester ends: 12/18/20*
- *Grades available for transcript release: approximately 1/8/21*

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.

Evaluation & Grading Policy

Students are expected to complete work on time. All due dates are available in this syllabus and it is recommended that you create a workplan that designates enough time for reading, studying, writing and

keeping up with assignments in all your classes. Be sure to account for larger projects that will require extra time, especially if you are taking multiple courses. **Late assignments may result in a 20% reduction in points for that assignment.** Also, **Life happens!** I will never judge you for falling behind. Despite our best efforts, sometimes life situations (like a pandemic) have to take a higher priority than school, and other classes require more time than you anticipated. I've been there and have had to drop classes mid-semester because I had too much on my plate. So, I totally understand. **I'm here to help you and don't feel like you owe me an apology for doing your best to balance your life.**

If you have an unexpected emergency, please let me know and I will do my best to accommodate your situation, I just ask that you also keep in mind that instructors are humans too, and we have designed our due dates so that we can manage our own workloads and life responsibilities. **With that in mind, I reserve the right to make adjustments to the syllabus if necessary.** You will be notified if there are any changes to the expectations or due dates for this course. **Please read all materials you receive from me very carefully and write to me if you do not understand something or have questions.**

Grading Scale

A = 93% - 100%

A- = 90% - 92%

B+ = 87% - 89%

B = 83% - 86%

B- = 80% - 82%

C+ = 77% - 79%

C = 70% - 76%

D = 60% - 69%

F = < 59%

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](#). College of the Redwoods aspires to create a learning environment in which all people

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feel comfortable in contributing their perspectives to classroom discussions. It therefore encourages instructors and students to use language that is inclusive and respectful.

Emergency Procedures:

CR Staff, Faculty and students will follow the protocols and direction of Pelican Bay custody staff in the event of an emergency.

Course Outline

Textbook Reading

For your own benefit, please read all the chapters in the BUSN 10 textbook. Note: Only 7 of the chapters will be **required** coursework for this semester. Below are those required chapters and a recommended reading schedule:

Required Textbook Reading	Due Date
Chapter 1 Business Now: Change is the Only Constant	Sept 4
Chapter 3 The World Marketplace: Business without Borders	Sept 18
Chapter 4 Business Ethics and Social Responsibility	Oct 2
Chapter 7 Small Business and Entrepreneurship: Economic Rocket Fuel	Oct 16
Chapter 8 Accounting: Making Decisions by the Numbers	Oct 30
Chapter 12 Product and Promotion: Creating and Communicating Value	Nov 13
Chapter 14: Management, Motivation, and Leadership: Bringing Business to Life	Nov 27

Due Date	Assignment	Possible Points	My Score
Sept 4	Current Event 1 Discussion	50	
Sept 18	My Business Dream Part 1	100	
Sept 25	Current Event 1 Analysis	100	
Oct 2	Current Event 2 Discussion	50	
Oct 16	My Business Dream Part 2	100	
Oct 23	Current Event 2 Analysis	100	
Nov 6	Current Event 3 Discussion	50	
Nov 13	My Business Dream Part 3	100	
Nov 20	Current Event 3 Analysis	100	
Dec 14	Final Business Problem Essay	250	
	Total Possible Points	1000	

Assignments

Current Events

You will complete three current event analysis papers this semester. This will give us a chance to apply the concepts learned in the reading to the current world we live in today. I will send an article for you to read and you will complete the current event worksheet with your discussion responses. I will then compile these responses and return them to you so that you can see what your classmates had to say! This is one way we will meet this learning objective, "Communicate effectively as writers, listeners, and speakers in social and business settings". Once you receive the responses back you will write a 1-2 page analysis paper incorporating key business terms from the required chapters. (MORE DETAILS WILL BE SENT WITH THE RESONSES).

My Business Dream

This assignment asks you to imagine you were going to receive a grant to open a small business of your own. You will discuss your concept, strategies and business plan in three parts:

Part 1: Concept

Part 2: Competitive Advantage

Part 3: Action Plan

I will provide details on each part of the assignment as appropriate but for now you can begin answering the following questions and outlining your ideas:

- 1) If I could start my own business, what would it be?
- 2) What would make my business unique among the competition?
- 3) What concrete steps would I need to do to make my dream a reality?

Final Business Problem Essay

Your final exam will be a formal essay addressing a business problem. You will write a 3-page paper, using key business terms, giving your recommendations for solving the assigned problem. This will be an open book exam and you are welcome to use outside resources and consult with your classmates, but the paper must be in your own word and sources used must be cited. **You will receive your assigned business problem by Nov 20th and the final is due by Friday, May 14th.**

General Rubric for all assignments:

25% Readability

I can easily read the words you have written. The sentences and paragraphs are in logical order, make sense and it is easy to understand.

60% Content Relevancy

The assignment demonstrates you have an obvious understanding of business concepts and business terms. It is apparent that you have read the textbook and has internalized the important themes in the course.

10% Organization/Structure

There is a clear beginning, middle and end. Ideas are organized into concise and efficient sentences. Sentences are organized into logical paragraphs. The assignment is the appropriate length.

5% Style

The paper is interesting and pulls the reader in. Word usage and sentence structure engages the reader. The author's tone, theme and thesis are compelling.