

Course Information

Semester & Year: Fall, 2020

Course ID & Section #: BUS-10-E0076 (050076) Intro to Business

Instructor's name: Matthew Cendejas

Day/Time: Online

Number of units: 3

Instructor Contact Information

Office location: Online

Office hours: TBD. I will post on canvas when I will be available for zoom office hours

Phone number: 707-498-3212

Email address: matthew-cendejas@redwoods.edu

Required Materials

Textbook title: BUSN

Edition: 11th

Author: Marcella Kelly, Chuck Williams

ISBN: [9781337407120](#)

Catalog Description

This class is 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 *(from course outline of record)*

1. Analyze situations and apply business terms and concepts to make business decisions. Communicate effectively as writers, listeners, and speakers in social and business settings
2. Communicate effectively as writers, listeners, and speakers in social and business settings

Evaluation & Grading Policy

I will update grades on canvas weekly.

Late Assignment Policy: There is NO LATE WORK accepted

Grading Scale: A = 94% and above A- = 90% - 93% B+ = 87% - 89% B = 83% - 86% B- = 80% - 82% C+ = 77% - 79% C = 73% - 76% C- = 70% - 72% D+ = 67% - 69% D = 63% - 66% D- = 60% - 62% F = below 60%

Grading Rubric:

PARTICIPATION	100 POINTS
TWO BOOK EXAMS (50 points each)	100 POINTS
STOCK PORTFOLIO ASSIGNMENT	100 POINTS
BUSINESS PLAN WEEKLY ASSIGNMENTS (12 total)	250 POINTS
120 SECOND ELEVATOR PITCH VIDEO ON FINALS WEEK	100 POINTS
QUIZZES (10 POINTS EACH)	150 POINTS
DISCUSSION FORUM POSTS	100 POINTS
PROFESSIONAL DEVELOPMENT ASSIGNMENTS (Resume & Cover Letter)	100 POINTS
TOTAL POINTS FOR THE SEMESTER	1000 POINTS

Grading Policy:

All grades will be assigned after a careful examination of the work submitted. Any disagreements concerning the grading of assignments, exams or project must be resolved within one week of receiving the grade. No adjustment will be made after this period.

Special accommodations statement

ADA Compliance:

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 feedback policy

I will write feedback on some of your work submitted/turned in and I encourage you to ask me questions if you are concerned or curious on a grade. You can contact me via email any time of the hour, any day. And you can text me anytime during the daytime if you have questions about anything. Also, Please read the feedback I give you on your coursework. Some of your assignments may require revisions and my feedback should either; let you know what you did great on, what you could think about for your next revision and/or steer you in the right direction.

Student Accessibility Statement and Academic Support Information

[See recommended support links and accessibility statement]

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.

PROCTORED EXAMS

N/A

Our exams are on Canvas.

EXPECTATIONS

I am a fair person and treat students with respect. Here are a few of my expectations that will help create an awesome class environment.

- Readings/viewing videos/listening to podcasts for assigned sessions are not just required, but rather *essential*. I expect all students to be prepared and ready for thoughtful participation in the discussions forums.
- Please be respectful in the class discussion forums to your classmates
- The discussion forum is a professional space, please use respectful language

FRIENDLY SYLLABUS REMINDER

- By the end of the semester you will have strengthen your professional development skills, i.e. Communication, Project Management, Leadership & Business Plan Creation (at the end of the semester these should all be on your LinkedIn "SKILLS" section)

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.

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 in the discussion posts 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](#).

Class participation and Attendance policy

Your participation points in this class is calculated by your participation in the discussion forum posts each week, responding to classmates discussion posts and turning your assignments in on time.

Communication Guidelines

I prefer email as a way of communication, however, my phone number is on the syllabus and if you need to know something and the due date is approaching and you think texting me would be quicker that it totally fine. I wont mind if you text me and have a question. Just consider using email if there is enough time for you to get a response within 24 hours. I will respond to you within 24 hours, however on weekends there is a chance I will have no service and not get back to you until late Sunday or early Monday.

As a reminder there are privacy rights. Including the legal rights of students that prevent information from being disclosed to anyone (including parents/guardians) without the student's prior written consent. So you can feel safe to let me know something going on in your life that will distance yourself from a class assignment or discussion posts. I understand that life can happen, things come up, etc. Just let me know so I can be aware that maybe you will need an extension on an assignment. And I will accommodate you as long as you let me know before an assignment/quiz is due.

Regular effective contact

I want to make this online learning experience as close to face to face learning as possible. I will give you feedback on assignments, encourage you to think in different ways and challenge you to think creatively in business. This learning experience can be enhanced with the more communication you have with each other and with your instructors. If you have a business you are running, wanting to start or in a prototype phase of something great, let me know! I would love to chat business with any aspiring entrepreneur. You can write me back after I give you feedback if you want to have a conversation about the assignment or my feedback. I think the more we communicate, the more you will get out of this class.

Policies - additional

Be active on the discussion posts.

You will loose participation points if you do not post a comment and a response to two classmates each week.

I cant express it enough how important it is that each student is active and engaging on the discussion post. The more communication there is between students and the more ideas you spread with each other the better!

A LIST OF ONLINE BUSINESS SOURCES

Here is a list of websites that are sustainability focused business sites! You may find them useful during the semester for the current event assignments and more. They could come in handy to reference for discussion forum posts too!

<http://grist.org/>

<http://www.greenbiz.com/>

<http://www.theguardian.com/sustainable-business>

<http://www.treehugger.com/>

<https://netimpact.org/>

<http://www.theguardian.com/environment> <http://www.enn.com/>

<http://www.thepeoplesnews.net/>

<http://www.corporateknights.com/channels/>

http://www.sciencedaily.com/news/earth_climate/sustainability/

<http://www.huffingtonpost.com/news/sustainability/>

Proctoring

I will not have any proctored exams. Our exams will be in canvas under “Quizzes”

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

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

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.

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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](#).

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](#).

Klamath Trinity 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:

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

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- 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.

COURSE CALENDAR

WEEK	DATE	THINGS TO REMEMBER	NOTES
Week 1	Aug 24- Aug 30	<ul style="list-style-type: none"> • Post in the discussion forum in week 1 module “introducing yourself” by Wednesday at Midnight • Quiz 1 due Sunday at Midnight • Read BUSN Chapter 1 in Book and look at power point slide show in module 1 • Choose 5 Stocks to track their stock price every Wednesday. (Put it in your calendar, also I will try to remind you on the first few Wednesdays via email) Use the template in Module 1 to track the time and price weekly, etc. • Turn in Executive Summary Assignment by Sunday at Midnight • Watch my Intro videos • Read/view all info posted on week 1 module 	<p>IMPORTANT: For your success, every week you should be looking at this course calendar multiple times, if not every day to make sure you know the due dates. Set alarms, write on sticky notes or find a system that works for you to remember to look at the course calendar. It is easy to forget what is due, especially if you have more than one class! You got this!</p>
Week 2	Aug 31- Sep 6 th	<ul style="list-style-type: none"> • Post in the discussion forum in week 2 Module by Wednesday at Midnight and after comment on TWO of your classmates posts from that same forum by Sunday • Track stocks on Wednesday • Read Chapter 2 • Take quiz 2 by Sunday at Midnight • Watch my video(s) • Read/view additional info posted in Module 2 • Turn in Business Model Canvas by Sunday at Midnight 	
Week 3	Sep 7 – Sep 13	<ul style="list-style-type: none"> • Post in the discussion forum in week 3 module by Wednesday at Midnight and comment on two classmates post by Sunday at Midnight • Track stocks on Wednesday • Read Chapter 3 • Take quiz 3 by Sunday at Midnight • Watch my video(s) • Read/view all info posted in Module 3 	

		<ul style="list-style-type: none"> • Turn in SWOT Analysis by Sunday at Midnight 	
Week 4	Sep 14 – Sep 20	<ul style="list-style-type: none"> • Post in the discussion forum for week 4 by Wednesday at Midnight and comment on two classmates post by Sunday at Midnight • Track stocks • Read ch 4 • Take quiz 4 by Sunday at Midnight • Watch my videos • Read/view all info posted in Module 4 • Turn in Competitor Analysis by Sunday at Midnight 	
Week 5	Sep 20 – 27 th	<ul style="list-style-type: none"> • Post in the discussion forum for week 5 by Wednesday at Midnight and comment on two classmates forum posts by Sunday at Midnight • Track stocks on Wednesday • Read BUSN chapter 5 • Take ch 5 quiz • Turn in Company Description by Sunday at Midnight • Watch my videos • Read/view all info posted in Module 5 	
Week 6	Sep 28 th – Oct 4 th	<ul style="list-style-type: none"> • Post in the discussion forum for week 6 by Wednesday at Midnight and Comment on two classmates forum posts by Sunday at Midnight • Track stocks on Wednesday • Read BUSN chapter 5 • Take Chapter 5 quiz by Sunday at Midnight • Watch my videos • Read/view all additional info posted in Module 6 • Turn in Competitive Advantage assignment by Sunday at Midnight 	

Week 7	Oct 5 th – Oct 11 th	<ul style="list-style-type: none"> • Post in the discussion forum for week 7 by Wednesday at Midnight and Comment on two classmates forum posts by 	
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		<p>Sunday at Midnight</p> <ul style="list-style-type: none"> • Read Chapter 7 • Take ch 7 quiz • Watch my videos • Watch all content on week 7 module • Track stocks on Wednesday • Turn in Strategic Analysis by Sunday at Midnight 	
Week 8	Oct 12 th – Oct 18 th	<ul style="list-style-type: none"> • Take Exam 2 by Sunday at midnight • Turn in Industry Analysis by Sunday at Midnight 	
Week 9	Oct 19 th - Oct 25 th	<ul style="list-style-type: none"> • Post in the discussion forum for week 9 by Wednesday at Midnight and Comment on two classmates forum posts by Sunday at Midnight • Read Chapter 9 • Take ch 9 quiz • Watch my videos • Watch all content on week 9 module • Turn in Industry Analysis by Sunday at Midnight • Track stocks on Wednesday 	
Week 10	Oct 26 th – Nov 1 st	<ul style="list-style-type: none"> • Post in the discussion forum for week 10 by Wednesday at Midnight and Comment on two classmates forum posts by Sunday at Midnight • Read Chapter 10 • Take ch 10 quiz • Watch my videos • Watch all content on week 10 module • Turn in Operations Strategy by Sunday at Midnight • Track stocks on Wednesday 	
Week 11	Nov 2 nd – Nov 8 th	<ul style="list-style-type: none"> • Post in the discussion forum for week 11 by Wednesday at Midnight and Comment on two classmates forum posts by Sunday at Midnight 	

		<ul style="list-style-type: none"> • Read Chapter 11 • Take ch 11 quiz • Watch my videos • Watch all content on week 11 module • Turn in Marketing Analysis by Sunday at Midnight • Track stocks on Wednesday 	
Week 12	Nov 9 th – Nov 15 th	<ul style="list-style-type: none"> • Post in the discussion forum for week 12 by Wednesday at Midnight and Comment on two classmates forum posts by Sunday at Midnight • Read Chapter 12 • Take ch 12 quiz • Watch my videos • Watch all content on week 12 module • Turn in Sustainable Strategy by Sunday at Midnight • Track stocks on Wednesday 	
Week 13	Nov 23 rd – Nov 29 th	<ul style="list-style-type: none"> • Post in the discussion forum for week 13 by Wednesday at Midnight and Comment on two classmates forum posts by Sunday at Midnight • Read Chapter 13 • Take ch 13 quiz • Watch my videos • Watch all content from week 13 module • Track stocks on Wednesday 	
Week 14	Nov 30 th – December 6 th	<ul style="list-style-type: none"> • Post in the discussion forum for week 14 by Wednesday at Midnight and Comment on two classmates forum posts by Sunday at Midnight • Read Chapter 14 • Take ch 14 quiz • Track stocks on Wednesday • Watch all content from module 14 • Complete LinkedIn Assignment by 	

		Sunday at Midnight	
Week 15	December 7 th – December 13 th	<ul style="list-style-type: none"> • Post in the discussion forum for week 15 by Wednesday at Midnight and Comment on two classmates forum posts by Sunday at Midnight • Read Chapter 15 • Take ch 15 quiz • Track stocks on Wednesday • Watch all content from module 15 • Complete Resume and Cover letter for a job you find on indeed.com that you could see yourself wanting to apply for now or in the future, it is okay if you don't qualify for it. You can pretend that you qualify for it now and fluff your resume according 	
Week 16	December 14 - December 20th	<ul style="list-style-type: none"> • Turn in Elevator pitch video by Friday at midnight • Complete Exam 2 by Friday at Midnight • Turn in Stock Portfolio by Friday at Midnight 	