

# Syllabus for BUS 10

## Introduction to Business

### Course Information

Semester & Year: Spring 2023

Course ID & Section #: D5036 (0055036)

Instructor's name: Mrs. Johnson

Hybrid Course: **Mondays from 10:15 am – 12:15 pm** and Online Assignments in Canvas

Location: PB D Facility

Course units: 3

### Required Textbooks

*BUSN 10 Introduction to Business* By Kelly, Marcella and Williams, Chuck

*Bedtime Business Stories* by Gary Hoover

### Instructor Contact Information

Contact: Use "Ask CR" or "Burning Questions" forms for questions outside of class.

### 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

Major Learning Objectives/Outcomes:

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

Additional Learning Objectives:

1. Cite the various ways the U.S. government affects, restricts, and protects business.
2. Summarize the components of risk management and basic insurance concepts.
3. Define business ethics and explain the role of social responsibility in an organization.
4. Compare and contrast the primary economic systems.
5. Identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets.
6. Define and describe the key management functions of planning organizing, leading, and controlling.
7. Identify current production & operations processes. Address sustainability.
8. Compare and contrast the advantages/disadvantages in each form of business ownership
9. Identify the marketing mix and key tools, terms and strategies related to each element.
10. Describe and identify how technology impacts all the primary functions of business.
11. Evaluate the basic components of financial statements and ratio analysis.
12. Explain the importance of finance to the operations of business; the various types of financing; and the process of internal and external financing and controls

13. Identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information.
14. Identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system.
15. Identify key human resource management functions and laws.

### Who should take this class?

We are all interacting with the business world all the time! This class will help students learn more about what goes on “behind the scenes” in the business world. BUS 10 is beneficial for students who just want to be more informed consumers, those who may want to start their own business and those who have an interest in working for a business.

### Prerequisites/co-requisites/ recommended preparation

none

### Accessibility

College of the Redwoods is 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 using an “Ask CR” sheet.

### Student Support

Good information and clear communication about your needs will help you be successful. Please let your instructor know about any specific challenges that might affect your participation in class. College of the Redwoods wants every student to be successful.

The following online resources are available to support your success as a student:

- Library Research – Use the “Ask a Librarian” sheet for research requests required for your classes.
- Counseling/Advising – Use the “Ask CR” for help with academic planning questions.
- PB Scholar’s Handbook – Contains important information about the program.
- EOPS Extended Opportunity Programs & Services (EOPS) provides services to eligible income disadvantaged students including: career academic and personal counseling, school supplies, workshops, and more! You may receive an invitation to apply sometime at the beginning of the semester.

### Evaluation & Grading Policy

Below are the **minimum** points that must be earned for your final course grade.

A	95%	950 points
A-	90%	900 points
B+	87%	870 points
B	83%	830 points
B-	80%	800 points
C+	77%	770 points
C	73%	730 points
D	63%	630 points
F	Less than 63%	0-629 points

## Accepting Late Work

Late assignments *may* receive a 10%-point reduction.

Life happens! You do not owe me any apology for missing or late work. This is your education, and my assumption is that **you are doing your best**. All students juggle school priorities among many others including work, family and health. You will not receive a late penalty for work received late due to a lockdown or program cancellation at Pelican Bay.

## Program Cancellations

If the Pelican Bay Scholars Program is not able to meet in person as planned for more than 2 weeks, you can expect a correspondence packet will be mailed to you and/or additional directions will be provided in the **Announcements** in Canvas. If class is cancelled, continue to follow the course outline provided in this syllabus.

## Class Participation

**This is a hybrid class.** What that means is that most of our instruction and engagement will happen in class (face to face) on **Mondays from 10:15 am -12:15 pm**. The other portion will happen online using **Canvas**. To receive full credit, you will need to actively participate in discussions and activities, both in class and online. There will be a discussion post (DQ) in Canvas to complete each week. You will need to make one original post of at least 200 words and respond to one of your peers with 100 words or more done in a meaningful way.

Meaningful/thoughtful responses should do one or more of the following things:

- Ask a good question
- Make an observation or add new information
- Comment on an idea in such a way as to promote further class discussion
- Use key terms or concepts from class discussions and the textbook

College is a professional, academic setting. We will be kind, respectful and keep our primary focus on learning in all our communications. It is ok to disagree, we need to keep our disagreements about the content, not about the people. College is about learning new ways to think about things. Be open to new perspectives and you will gain more from your experience.

## 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 is available by request. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is also available in print, by request.

## 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. **Students and faculty will follow all behavior rules and regulations required by CDCR.**

## Emergency procedures

College of the Redwoods staff, faculty and students will follow the direction of custody staff at PBSP in the event of an emergency.

## Our Group Agreements (Class norms/expectations)

*What do we need to do to have a productive learning environment?*

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## 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 inclusive and respectful.

## Setting Your 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. This does not change your legal name in our records.

## Admissions deadlines & enrollment policies

### Spring 2023 Dates

- *Classes begin: 01/14/23*
- *Martin Luther King's Birthday (all campuses closed): 01/16/23*
- *Last day to add a class: 01/20/23*
- *Last day to drop without a W and receive a refund: 01/27/23*
- *Census date: 01/30/23 or 20% into class duration*
- *Last day to petition to file P/NP option: 02/10/23*
- *Lincoln's Birthday (all campuses closed): 02/17/23*
- *President's Day (all campuses closed): 02/20/23*
- *Last day to petition to graduate or apply for certificate: 03/02/23*
- *Spring Break (no classes): 03/13/23 – 03/18/23*
- *Last day for student-initiated W (no refund): 03/31/23*
- *Last day for faculty-initiated W (no refund): 03/31/23*
- *Final examinations: 05/06/23 – 05/12/23*
- *Commencement: 05/15/23*
- *Semester ends: 05/12/23*
- *Grades available for transcript release: approximately 05/26/23*

# Course Assignments

## Reading

We will be reading 13 chapters from the BUSN 10 textbook and 13 sections of the Bedtime Business Stories book (1 of each for each week/module). I encourage you to read the additional chapters for your own personal benefit.

## In Class Participation (260 points – 20 points each week)

Please sign the sign-in sheet each week when you enter the classroom. Print your full name so that I can record things accurately and you can receive CDCR credit for being in class. At the end of the semester, you will provide a short, written self-assessment of your overall participation in class discussions and activities, including work in groups.

## Canvas Discussions (DQ) (260 points – 20 points each week)

You will need to post one original post and at least one meaningful response to one peer for each DQ in Canvas. There will be 13 DQ's this semester.

## Personal Budget (50 points)

We will devote some time in class to discussing personal finance and budgeting. You will prepare a sample budget including all basic living expenses and necessary income. We will conduct some research to determine the current cost of living for a geographic region of your choice.

## Current Events (100 points total – 50 points each)

Each student will locate and share in class 2 current events in business throughout the semester. There are many current events available on Canvas. It is ok for multiple students to report on the same article. In addition, you can choose a newspaper, magazine, or TV source as long as it is within the last year. The following questions should be answered as part of your summary:

- 1) What article did you read? (Publisher, Author, Date, Source)
- 2) What interested you in this article?
- 3) What did you learn?
- 4) How does it relate to our class?
- 5) What questions do you have now? What else do you want to know?

## Business History Report (50 points)

Each student will choose one section from the Bedtime Business Stories book and will give a brief report in class about your reading. Your report should include the following:

- 1) What section did you read?
- 2) What interested you in this topic?
- 3) What did you learn?
- 4) How does it relate to our class?
- 5) What questions do you have now? What else do you want to know?

## **Business Venture Project (250 points)**

Have you ever wanted to own your own business? Now is your chance to practice! Working individually or in teams, you will develop and present about a new business venture. You will write a business proposal that includes a description of your business model, products/services you will offer, pricing structure, target audience, marketing strategies and staffing/organizational structure. Resources will be provided in class to help you prepare for the final project.

**Your final project will include the following components:**

### **Executive summary**

Briefly tell your reader what your company is and why it will be successful. Include your mission statement, your product or service, and basic information about your company's leadership team, employees, and location. You should also include financial information and high-level growth plans if you plan to ask for financing.

### **Company description**

Use your company description to provide detailed information about your company. Go into detail about the problems your business solves. Be specific, and list out the consumers, organization, or businesses your company plans to serve.

Explain the competitive advantages that will make your business a success. Are there experts on your team? Have you found the perfect location for your store? Your company description is the place to boast about your strengths.

### **Market analysis**

You'll need a good understanding of your industry outlook and target market. Competitive research will show you what other businesses are doing and what their strengths are. In your market research, look for trends and themes. What do successful competitors do? Why does it work? Can you do it better? Now's the time to answer these questions.

### **Organization and management**

Tell your reader how your company will be structured and who will run it.

Describe the legal structure of your business. State whether you have or intend to incorporate your business as a C or an S corporation, form a general or limited partnership, or if you're a sole proprietor or limited liability company (LLC).

Use an organizational chart to lay out who's in charge of what in your company. Show how each person's unique experience will contribute to the success of your venture. Consider including resumes and CVs of key members of your team.

### **Service or product line**

Describe what you sell or what service you offer. Explain how it benefits your customers and what the product lifecycle looks like. Share your plans for intellectual property, like copyright or patent filings. If you're doing research and development for your service or product, explain it in detail.

## **Marketing and sales**

There's no single way to approach a marketing strategy. Your strategy should evolve and change to fit your unique needs. Your goal in this section is to describe how you'll attract and retain customers. You'll also describe how a sale will actually happen. You'll refer to this section later when you make financial projections, so make sure to thoroughly describe your complete marketing and sales strategies.

## **Funding request**

If you're asking for funding, this is where you'll outline your funding requirements. Your goal is to clearly explain how much funding you'll need over the next five years and what you'll use it for.

Specify whether you want debt or equity, the terms you'd like applied, and the length of time your request will cover. Give a detailed description of how you'll use your funds. Specify if you need funds to buy equipment or materials, pay salaries, or cover specific bills until revenue increases. Always include a description of your future strategic financial plans, like paying off debt or selling your business.

## **Financial projections**

Supplement your funding request with financial projections. Your goal is to convince the reader that your business is stable and will be a financial success.

If your business is already established, include income statements, balance sheets, and cash flow statements for the last three to five years. If you have other collateral you could put against a loan, make sure to list it now.

Provide a prospective financial outlook for the next five years. Include forecasted income statements, balance sheets, cash flow statements, and capital expenditure budgets. For the first year, be even more specific and use quarterly — or even monthly — projections. Make sure to clearly explain your projections, and match them to your funding requests.

This is a great place to use graphs and charts to tell the financial story of your business.

## **Appendix**

Use your appendix to provide supporting documents or other materials were specially requested. Common items to include are credit histories, resumes, product pictures, letters of reference, licenses, permits, patents, legal documents, and other contracts.

The assignment will be broken down into various “deliverables” that will be due throughout the semester. The final “product” will be a portfolio with dividers labeled for each section listed above. A complete copy of the portfolio for this project should be made for each team member for use in personal and/or professional opportunities in the future.

## **Business Terminology Exam (30 points)**

There will be a final exam at the end of the semester that will include 60 key terms from the business textbook and/or class discussions. Using key terms in class, as part of your current events and discussions in Canvas will help you prepare for this test.

## Course Outline

Date	Assignment(s)	BUSN 10 Reading
<b>Jan 16</b>	<b>No Class – Campus Holiday</b>	
Jan 23	Read Syllabus, Canvas Module 1: DQ Introduction, DQ 1 and BBS reading assignments	Chapter 1
Jan 30	Canvas Module 2: DQ 2 and BBS reading assignments, current event, or historical report	Chapter 2
Feb 6	Canvas Module 3: DQ 3 and BBS reading assignments, current event, or historical report, begin considering business venture ideas	Chapter 3
Feb 13	Canvas Module 4: DQ 4 and BBS reading assignments, current event, or historical report	Chapter 4
<b>Feb 20</b>	<b>No Class – Campus Holiday</b>	
Feb 27	Canvas Module 5: DQ 5 and BBS reading assignments, current event, or historical report	Chapter 5
March 6	Canvas Module 6: DQ 6 and BBS reading assignments, current event, or historical report, finalize business venture idea	Chapter 6
<b>March 13-19</b>	<b>No Class – Spring Break</b>	
March 20	Canvas Module 7: DQ 7 and BBS reading assignments, current event, or historical report, rough draft business plan	Chapter 7
March 27	Canvas Module 8: DQ 8 and BBS reading assignments, current event, or historical report, personal budget	Chapter 8
April 3	Canvas Module 9: DQ 9 and BBS reading assignments, current event, or historical report	Chapter 11
April 10	Canvas Module 10: DQ 10 and BBS reading assignments, current event, or historical report	Chapter 12
April 17	Canvas Module 11: DQ 11 and BBS reading assignments, current event, or historical report	Chapter 13
April 24	Canvas Module 12: DQ 12 and BBS reading assignments, business venture presentations	Chapter 14
May 1	Canvas Module 13: DQ 13 and BBS reading assignments, business venture presentations	Chapter 15
May 8	Business Terminology Exam	



Collapse All

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+ Module










# CANVAS Modules

	▼ <b>Welcome Module - Jan 14</b>			
	<b>DQ Introductions</b> Jan 23   0 pts			
	<b>Historical Pictures for Bedtime Business Stories Book 2022.pdf</b>			
	<b>Current Event Articles</b>			
	▼ <b>Module 1 - Jan 23</b>			
	<b>Class Participation Jan 23</b> Jan 23   20 pts			
	<b>Read BUSN 10 Chapter 1</b> Jan 23   0 pts			
	<b>DQ 1 The Business Environment</b> Jan 23   20 pts			
	<b>Reading 1: "The Three Greatest American Companies of All Time" in Bedtime Business Stories (BBS)</b> Jan 23   0 pts			
	<b>Reading 2: "Success Lost &amp; Found: Sherwin-Williams" in BBS</b> Jan 23   0 pts			
	▼ <b>Module 2 - Jan 30</b>			
	<b>Read BUSN 10 Chapter 2</b> Jan 30   0 pts			

-   **DQ 2 Government Regulation and Economic Systems** ✓ ⋮  
Jan 30 | 20 pts
-   **Reading 3: The little soft drink that could: The Pepsi Story** ✓ ⋮  
Jan 30 | 0 pts
-   **Class Participation Jan 30** ✓ ⋮  
Jan 30 | 20 pts

-  **▼ Module 3 - Feb 6** ✓ + ⋮
-   **Read BUSN 10 Chapter 3** ✓ ⋮  
Feb 6 | 0 pts
-   **DQ 3 Barriers to International Trade** ✓ ⋮  
Feb 6 | 20 pts
-   **Reading 4: "Jeep: The Little Brand The Could" in BBS** ✓ ⋮  
Feb 6 | 0 pts
-   **Current Event 1** ✓ ⋮  
Feb 6 | 50 pts
-   **Class Participation Feb 6** ✓ ⋮  
Feb 6 | 20 pts


-  **▼ Module 4 - Feb 13** ✓ + ⋮
-   **Read BUSN 10 Chapter 4** ✓ ⋮  
Feb 13 | 0 pts
-   **DQ 4 Business Ethics and Social Responsibility** ✓ ⋮  
Feb 13 | 20 pts
-   **Reading 5: "Forgotten Giant: General Foods" in BBS** ✓ ⋮  
Feb 13 | 0 pts

☰  **Class Participation Feb 13** ✓ ⋮  
Feb 13 | 20 pts

☰ ▼ **Module 5 - Feb 27** ✓ + ⋮

☰  **Read BUSN 10 Chapter 5** ✓ ⋮  
Feb 27 | 0 pts

☰  **DQ 5 Business Communication and Technology** ✓ ⋮  
Feb 27 | 20 pts


☰  **Reading 6: "Unedea Business History: the Nabisco Story" in BBS** ✓ ⋮  
Feb 27 | 0 pts


☰  **Class Participation Feb 27** ✓ ⋮  
Feb 27 | 20 pts

☰ ▼ **Module 6 - March 6** ✓ + ⋮





















☰  **Read BUSN 10 Chapter 6** ✓ ⋮  
Mar 6 | 0 pts

























☰  **DQ 6 Business Entities** ✓ ⋮  
Mar 6 | 0 pts








☰  **Reading 7: "Gone with the Wind: Amazon Spends \$8.45 Billion but Doesn't Get the Best of MGM" in BBS** ✓ ⋮  
Mar 6 | 0 pts




☰  **Current Event 2** ✓ ⋮  
Mar 6 | 50 pts

☰  **Class Participation March 6** ✓ ⋮  
Mar 6 | 20 pts





 <b>Module 7 - March 20</b>				
	 <b>Read BUSN 10 Chapter 7</b> Mar 20   0 pts			
	 <b>DQ 7 Entrepreneurship</b> Mar 20   20 pts			
	 <b>Reading 8: "Who Makes our Balls?" in BBS</b> Mar 20   0 pts			
	 <b>Class Participation March 20</b> Mar 20   20 pts			

 <b>Module 8 - March 27</b>				
	 <b>Read BUSN 10 Chapter 8</b> Mar 27   0 pts			
	 <b>DQ 8 Accounting</b> Mar 27   20 pts			
	 <b>Reading 9: "The American Bicycle Industry: A Short History" in BBS</b> Mar 27   0 pts			
	 <b>Personal Budget</b> Mar 27   50 pts			
	 <b>Class Participation March 27</b> Mar 27   20 pts			




 <b>Module 9 - April 3</b>				
	 <b>Read BUSN 10 Chapter 11</b> Apr 3   0 pts			

-  **DQ 9 Marketing Mix**  
Apr 3 | 20 pts ✓ ⋮
-  **Reading 10: "Gas Station Wars: Rockefeller to Dinosaurs to Tigers in Tanks" (BBS)**  
Apr 3 | 0 pts ✓ ⋮
-  **Class Participation April 3**  
Apr 3 | 20 pts ✓ ⋮

 **Module 10 - April 10** ✓ + ⋮






-  **Read BUSN 10 Chapter 12**  
Apr 10 | 0 pts ✓ ⋮
-  **DQ 10 Product & Promotion**  
Apr 10 | 20 pts ✓ ⋮
-  **Reading 11: "Father of Modern Sales: The Remarkable Mr. Patterson" (BBS)**  
Apr 10 | 0 pts ✓ ⋮
-  **Class Participation April 10**  
Apr 10 | 20 pts ✓ ⋮

 **Module 11 - April 17** ✓ + ⋮





-  **Read BUSN 10 Chapter 13**  
Apr 17 | 0 pts ✓ ⋮
-  **DQ 11 Pricing and Customer Perceptions**  
Apr 17 | 20 pts ✓ ⋮
-  **Reading 12: "Malcolm McLean: Unsung Innovator Who Change the World" (BBS)**  
Apr 17 | 0 pts ✓ ⋮

-  **Business History Report (Bedtime Business Stories)**  
Apr 17 | 50 pts ✓ ⋮
-  **Class Participation April 17**  
Apr 17 | 20 pts ✓ ⋮

 **Module 12 - April 24** ✓ + ⋮

-  **Read BUSN 10 Chapter 14**  
Apr 24 | 0 pts ✓ ⋮
-  **DQ 12 Management**  
Apr 24 | 20 pts ✓ ⋮
-  **Reading 13: "The Business History of Woodstock" (BBS)**  
Apr 24 | 0 pts ✓ ⋮
-  **Business Venture Project**  
Apr 24 | 250 pts ✓ ⋮
-  **Class Participation April 24**  
Apr 24 | 20 pts ✓ ⋮

 **Module 13 - May 1** ✓ + ⋮

-  **Read BUSN 10 Chapter 15**  
May 1 | 0 pts ✓ ⋮
-  **DQ 13 Human Resource Management**  
May 1 | 20 pts ✓ ⋮
-  **Reading 14: "Six Simple Steps to Building a Lasting Company" (BBS)**  
May 1 | 0 pts ✓ ⋮
-  **Class Participation May 1**  
Apr 1 | 20 pts ✓ ⋮