

Syllabus for BUS 10 Introduction to Business

Course Information

Semester & Year: Spring2024

Course ID & Section #: D7054

Instructor's name: Dr. Laurrie McKendry

In-Person (F2F): **Fridays from 5:00 pm – 8:10 pm**

Location: B Yard

Course units: 3

Required Textbooks

1.) *BUSN 12: Introduction to Business* 12th edition, 2023

Cengage

ISBN: 9780357122945

2.) *Bedtime Business Stories* by Gary Hoover, American Business History Center, 2021.

ISBN 978-0-9991149-5-7.

Instructor Contact Information

Contact: Use "Ask Dr. McKendry" discussion in Canvas or use "Ask CR" forms for course questions outside the classroom.

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. The ability to identify key components of the business environment.
2. Define economics and discuss the global economic crisis.
3. Explain the key reasons for international trade.
4. Describe how companies evaluate their efforts to be socially responsible.
5. Explain the importance of excellent business communication.
6. Describe the characteristics of the four basic forms of business ownership.
7. Explain the size, scope, and economic contributions of small business.
8. Describe the role of accounting in business and how accounting information is used by various stakeholders.

9. Identify the goal of financial management and the issues financial managers confront as they seek to achieve this goal.
10. Explain the role of financial markets in the U.S. economy and the key players in these markets.
11. Explain each element of marketing strategy.
12. Describe the promotional mix and the various promotional tools.
13. Outline core pricing objectives and strategies.

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.

Evaluation & Grading Policy

Below are the **grading points** for the final course grade.

A	95%
A-	90%
B+	87%
B	83%
B-	80%
C+	77%
C	73%
D	63%
F	Less than 63%

Accepting Late Work

Late assignments *may* receive point reductions, depending on the situation and/or duration of lateness. **Assignments submitted more than two weeks after the due date will not be graded.**

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 and in Canvas.**

Class Participation

This is a F2F class. What that means is that most of our instruction and engagement will happen in class (face to face). To receive full credit, you will need to actively participate in discussions and activities in class.

The college environment is a place of scholarly and professional development. As such, in all our interactions, we should maintain an attitude of kindness, respect, and a core emphasis on acquiring knowledge. Dissent and differences of opinion are natural and encouraged, as long as they are centered on the subject matter and not the individuals involved. Higher education encourages us to explore diverse ways of thinking. By being receptive to novel viewpoints, you can enrich and enhance your educational journey.

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 designer. **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.

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 SEMESTER 2024

Classes begin	Jan 13
District-wide closure (Martin Luther King, Jr.'s Birthday)	Jan 15
District-wide closure (Lincoln's Birthday)	Feb 16
District-wide closure (President's Day)	Feb 19
No classes (Spring Break)	Mar 11 – 16
Final exams	May 4 – 10
Classes end	May 10
Commencement.....	May 11 & 12
Grades Due	May 17

Course Assignments

Reading

We will be reading 13 chapters from the BUSN 12 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.

Assessment Activities	Points Available	Percentage of Grade
In Class Participation (15 x 10 pts)	150	35%
You're the Teacher (Bedtime Stories)!	25	6%
Quizzes (14 x 15 pts)	210	48%
Final Project Presentation (30 pts)	50	11%

TOTAL	435	100%
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In Class Participation (130 points –10 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.

You're the Teacher: Bedtime Stories (25 points)!

You will be assigned a chapter in the book, *Business Bedtime Stories*, and you will research and present the chapter to the class with an activity/question for the class.

Weekly Quizzes (210 points – 15 points each week)

Open-book quizzes. These are designed to help you apply and understand the course material, not just memorize it. You can use your notes, textbooks, and other course materials, but remember, the goal is to engage deeply with the content. These quizzes will test your ability to interpret, analyze, and apply information, rather than just recalling facts.

Final Project Presentation: My Business (40 points) (Includes the following components):

Final Project Presentation: My Business (6-8 min.)

Introduction

1. Introduction (first & last name)
2. Brief Introduction of Your Business (company name, location: store or online?)

My Business

1. Products or Services Offered
2. What is your Unique Selling Proposition (a distinctive and compelling characteristic or benefit that sets your product, service, or brand apart from its competitors)

Market Overview

1. Industry Trends
2. Identifying Your Target Market (a specific group of people that your business wants to sell its products or services to)
3. Competitor Snapshot (who is your competition?)

Marketing Plan

1. Marketing Objectives (the goals your company wants to achieve through its promotional activities, like attracting more customers, selling more products, or increasing brand awareness).
2. Branding Strategy (the plan a company uses to shape its image, make its products or services memorable and unique, and build a lasting relationship with customers)
3. Promotion Strategy (a plan businesses use to let people know about their products or services in attractive ways to convince them to buy or use them)

Conclusion

1. Final Remarks (including what did you learn)

***You must connect your final project to course material! This requires you to reference your textbook (at least 3 times) in your project with APA citations.**

Course Schedule and Assignments

The following course calendar is tentative and subject to change by instructor:

Each week is one-week long beginning Monday 12:01 am and ending Sunday 11:59 pm

Class	Topics	Assignment Specifics
<u>WEEK 1</u> Jan. 19- 26	Why Does Change Matter to Me? 1-1 and 1-2 Business Now: Moving at Breakneck Speed and The History of Business: Putting It All in Context 1-3 and 1-4 Nonprofits and the Economy: The Business of Doing Good and Factors of Production: The Basic Building Blocks 1-5 and 1-6 The Business Environment: The Context for Success and Business and You: Making It Personal	Readings: <ul style="list-style-type: none">• <i>BUSN: Intro to Business, Ch. 1</i> Quiz #1: Due at beginning of next class
<u>WEEK 2</u> Jan. 27- Feb. 2	Why Does the Business Cycle Matter to Me? 2-1 and 2-3 Economics: Navigating a Crisis and Managing the Economy Through Fiscal and Monetary Policy 2-4 Capitalism: The Free Market System 2-5 and 2-6 Planned Economies: Socialism and Communism and Mixed Economies: The Story of the Future 2-7 Evaluating Economic Performance: What's Working?	Readings: <ul style="list-style-type: none">• <i>BUSN: Intro to Business, Ch. 2</i>• <i>Bedtime Business Stories: #1 The Three Greatest American Companies of All Time (pp.3-12)</i> Quiz #2: Due at beginning of next class
<u>WEEK 3</u> Feb. 3 - 9	Why Does International Business Matter to Me?	Readings: <ul style="list-style-type: none">• <i>BUSN: Intro to Business, Ch. 3</i>

	<p>3-2 and 3-3 The Global Marketplace: A Huge Business Opportunity and Key Reasons for International Trade</p> <p>3-4 Global Trade: Taking Measure</p> <p>3-5 Seizing the Opportunity: Strategies for Reaching Global Markets</p> <p>3-6 Barriers to International Trade</p> <p>3-7 Free Trade: The Movement Gains Momentum</p>	<ul style="list-style-type: none"> • <i>Bedtime Business Stories: #4 Success Lost & Found: Sherwin-Williams</i> (pp. 42-50) <p>Quiz #3: Due at beginning of next class</p>
<p>WEEK 4</p> <p>Feb. 10 – 16</p> <p>NO CLASS ON FEB. 16TH</p>	<p>Why Does Social Responsibility Matter to Me?</p> <p>4-1 and 4-2 Ethics and Social Responsibility: A Close Relationship and Business Ethics: Not an Oxymoron</p> <p>4-3 Ethics: Multiple Touchpoints</p> <p>4-4 Defining Social Responsibility: Making the World a Better Place</p> <p>4-5 and 4-6 Ethics and Social Responsibility in the Global Arena: A House of Mirrors? and Monitoring Ethics and Social Responsibility: Who Is Minding the Store?</p>	<p>Readings:</p> <ul style="list-style-type: none"> • <i>BUSN: Intro to Business, Ch. 4</i> • <i>Bedtime Business Stories: #7 The Little Soft Drink That Could: The Pepsi Story</i> (pp. 62-68). <p>Quiz #4: Due at beginning of next class</p>
<p>WEEK 5</p> <p>Feb. 17 - 23</p>	<p>Why Does Communication Matter to Me?</p> <p>5-1 and 5-2 Excellent Communication Skills: Your Invisible Advantage and Nonverbal Communication: Beyond the Words</p> <p>5-3 Choose the Right Channel: A Rich Array of Options</p> <p>5-4 Pick the Right Words: Is That Car Pre-Loved or Just Plain Used?!</p> <p>5-5 Write High-Impact Messages: Breaking Through the Clutter</p> <p>5-6 Deliver Successful Verbal Presentations: Hook 'Em and Reel 'Em In!</p>	<p>Readings:</p> <ul style="list-style-type: none"> • <i>BUSN: Intro to Business, Ch. 5</i> • <i>Bedtime Business Stories: #8 Jeep: The Little Brand That Could</i> (pp. 69-73). <p>Quiz #5: Due at beginning of next class</p>

<p><u>WEEK 6</u></p> <p>Feb. 24 – March 1</p>	<p>Why Does the Business Formation to Me?</p> <p>6-1 Business Ownership Options: The Big Four</p> <p>6-2 Advantages and Disadvantages of Sole Proprietorships</p> <p>6-3 Partnerships: Can Two Heads (and Bankrolls) Be Better Than One?</p> <p>6-4 Corporations: The Advantages and Disadvantages of Being an Artificial Person</p> <p>6-5 The Limited Liability Company: The New Kid on the Block</p> <p>6-6 Franchising: Proven Methods for a Price</p>	<p>Readings:</p> <ul style="list-style-type: none"> • <i>BUSN: Intro to Business, Ch. 6</i> • <i>Bedtime Business Stories: #14 Forgotten Giant: General Foods</i> (pp.112-120). <p>Quiz #7: Due at beginning of next class</p>
<p><u>WEEK 7</u></p> <p>March 2 - 8</p>	<p>Why Does Entrepreneurship Matter to Me?</p> <p>7-1 and 7-2 Launching a New Venture: What's in it for Me? and The Entrepreneur: A Distinctive Profile</p> <p>7-3 Finding the Money: Funding Options for Small Businesses</p> <p>7-4 Opportunities and Threats for Small Business: A Two-Sided Coin</p> <p>7-5 Launch Options: Reviewing the Pros and Cons</p> <p>7-6 Small Business and the Economy: An Outsized Impact</p>	<p>Readings:</p> <ul style="list-style-type: none"> • <i>BUSN: Intro to Business, Ch. 7</i> • <i>Bedtime Business Stories: #16 Uneeda Business History: The Nabisco Story</i> (pp.144-159). <p>Quiz #7: Due at beginning of next class</p>
<p><u>WEEK 8</u></p> <p>March 9 - 15</p>	<p>Why Does Accounting Matter to Me?</p> <p>8-1 Accounting: Who Needs It—and Who Does It?</p> <p>8-2 Financial Accounting: Intended for Those on the Outside Looking in</p> <p>8-3 Financial Statements: Read All about Us</p> <p>8-4 Interpreting Financial Statements: Digging beneath the Surface</p>	<p>Readings:</p> <ul style="list-style-type: none"> • <i>BUSN: Intro to Business, Ch. 8</i> • <i>Bedtime Business Stories: #18 Gone with the Wind: Amazon...</i> (pp.170-183). <p>Quiz #8: Due at beginning of next class</p>

	<p>8-5 Budgeting: Planning for Accountability</p> <p>8-6 Inside Intelligence: The Role of Managerial Accounting</p>	
<p><u>SPRING BREAK</u></p> <p>March 16- 22</p>		<p>Extra Credit:</p> <ul style="list-style-type: none"> • Solution Story
<p><u>WEEK 9</u></p> <p>March 23 - 29</p>	<p>What Motivates Financial Decisions?</p> <p>9-1: Identify the goal of financial management and the issues financial managers confront as they seek to achieve this goal</p> <p>9-2: Describe the tools financial managers use to evaluate their company's current financial condition and develop financial plans</p> <p>9-3: Evaluate the major sources of funds available to meet a firm's short-term and long-term financial needs</p> <p>9-4: Identify the key issues involved in determining a firm's capital structure</p> <p>9-5: Describe how financial managers acquire and manage current assets</p> <p>9-6: Explain how financial managers evaluate capital budgeting proposals to identify the best long-term investment options for their company</p>	<p>Readings:</p> <ul style="list-style-type: none"> • <i>BUSN: Intro to Business, Ch. 9</i> • <i>Bedtime Business Stories: #21 Who Makes Our Balls</i> (pp. 201-208). <p>Quiz #9: Due at beginning of next class</p>
<p><u>WEEK 10</u></p> <p>March 30 - April 5</p>	<p>The Role of Financial Markets and Their Key Players.</p> <p>10-1: Explain the role of financial markets in the U.S. economy and the key players in these markets</p> <p>10-2: Identify the key laws that govern the way financial markets operate and the impact of each law</p>	<p>Readings:</p> <ul style="list-style-type: none"> • <i>BUSN: Intro to Business, Ch. 10</i> • <i>Bedtime Business Stories: #24 Gas Station Wars</i> (pp. 228-244). <p>Quiz #10: Due at beginning of next class</p>

	<p>10-3: Compare the major types of securities that are traded in securities markets</p> <p>10-4: Explain how securities are issued in the primary market and traded on secondary markets</p> <p>10-5: Compare several strategies that investors use to invest in securities</p> <p>10-6: Interpret the information provided in the stock quotes available on financial websites</p>	
<p>WEEK 11</p> <p>April 6 - 12</p>	<p>Why Does Marketing Matter to Me?</p> <p>11-1 Marketing: Getting Value by Giving Value</p> <p>11-2 The Customer: Front and Center</p> <p>11-3 Marketing Strategy: Where Are You Going, and How Will You Get There?</p> <p>11-4 Customer Behavior: Decisions, Decisions, Decisions!</p> <p>11-5 Marketing Research: So, What Do They Really Think?</p> <p>11-6 Social Responsibility and Technology: A Major Marketing Shift</p>	<p>Readings:</p> <ul style="list-style-type: none"> • <i>BUSN: Intro to Business, Ch. 11</i> • <i>Bedtime Business Stories: #22 The American Bicycle Industry</i> (pp. 209-218). <p>Quiz #11: Due at beginning of next class</p>
<p>WEEKS 12</p> <p>April 13 - 19</p>	<p>Why Does New Product Development Matter to Me?</p> <p>12-1 Product: It's Probably More Than You Thought</p> <p>12-2 Product Differentiation and Planning: A Meaningful Difference</p> <p>12-3 Innovation and the Product Life Cycle: Nuts, Bolts, and a Spark of Brilliance</p> <p>12-4 and 12-5 Promotion: Influencing Consumer Decisions and A Meaningful Message: Finding the Big Idea</p> <p>12-6 The Promotional Mix: Communicating the Big Idea</p>	<p>Readings:</p> <ul style="list-style-type: none"> • <i>BUSN: Intro to Business, Ch. 12</i> • <i>Bedtime Business Stories: #28 Father of Modern Sales</i> (pp.275-282). <p>Quiz #12: Due at beginning of next class</p>

<p>WEEK 13</p> <p>April 20 - 26</p>	<p>Why Does Distribution Matter to Me?</p> <p>13-1 Distribution: Getting Your Product to Your Customer</p> <p>13-2 and 13-3 Wholesalers: Sorting Out the Options and Retailers: The Consumer Connection</p> <p>13-4 Physical Distribution: Planes, Trains, and Much, Much More</p> <p>13-5 Pricing Objectives and Strategies: A High-Stakes Game</p> <p>13-6 Pricing in Practice: A Real-World Approach</p>	<p>Readings:</p> <ul style="list-style-type: none"> • <i>BUSN: Intro to Business, Ch. 13</i> • <i>Bedtime Business Stories: #32 Malcolm McLean</i> (pp. 297-303). <p>Quiz #13: Due at beginning of next class</p>
<p>WEEK 14</p> <p>April 27 – May 3</p>	<p>Why Does Motivation Matter to Me?</p> <p>14-1 Bringing Resources to Life</p> <p>14-2 Motivation: Lighting the Fire</p> <p>14-3 Planning: Figuring Out Where to Go and How to Get There</p> <p>14-4 Organizing: Fitting Together the Puzzle Pieces</p> <p>14-5 Leadership: Directing and Inspiring</p> <p>14-6 Controlling: Making Sure It All Works</p>	<p>Readings:</p> <ul style="list-style-type: none"> • <i>BUSN: Intro to Business, Ch. 14</i> • <i>Bedtime Business Stories: # 33 The Business History of Woodstock</i> (pp. 304-309). <p>Quiz #14: Due at beginning of next class</p>
<p>WEEK 15</p> <p>FINALS WEEK!</p> <p>May 4 – 10</p>	<p>Final Project Presentations</p>	<p>Final Project Presentations in class!</p>