

Syllabus for BUS 10 Introduction to Business

Course Information

Semester & Year: **Fall 2022**

Course ID & Section #: **D3596 (053596)**

Instructor's name: **Bernadette Johnson**

Hybrid Course

Day/Time of required meetings: **Tues 2:05-3:30 pm** and Online Assignments in Canvas

Location: **RM 15 (Del Norte)**

Course units: **3**

Required Textbook BUSN 11 - With MindTap 11TH 19

Author: **Kelly, Marcella / Williams, Chuck**

ISBN-13: **978-1-337-40712-0**

ISBN-10: **1-337-40712-7**

Edition/Copyright: **11TH 19**

Publisher: **Cengage Learning**

Instructor Contact Information

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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 or [Disability Services and Programs for Students](#) (DSPS). 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

If you are taking online classes DSPS will email approved accommodations for distance education classes to your instructor. In the case of face-to-face instruction, please present your written accommodation request to your instructor at least one week before the needed

accommodation so that necessary arrangements can be made. Last minute arrangements or post-test adjustments usually cannot be accommodated.

Student Support

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

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

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 have to juggle school priorities among many others including work, family and personal health. If you have a special situation that you'd like to talk through with me, please reach out. As a counselor, I help students navigate this balancing act all the time.

Admissions deadlines & enrollment policies

Fall 2022 Dates

- *Classes begin: 8/20/22*
- *Last day to add a class: 8/26/22*
- *Last day to drop without a W and receive a refund: 9/02/22*
- *Labor Day Holiday (all campuses closed): 09/05/22*
- *Census date: 9/06/22 or 20% into class duration*
- *Last day to petition to file P/NP option: 09/16/22*
- *Last day to petition to graduate or apply for certificate: 10/27/22*
- *Last day for student-initiated W (no refund): 10/28/22*
- *Last day for faculty-initiated W (no refund): 10/28/22*
- *Veteran's Day (all campuses closed): 11/11/22*
- *Fall Break (no classes): 11/21/22 – 11/25/22*

- *Thanksgiving Holiday (all campuses closed): 11/23/22 – 11/25/22*
- *Final examinations: 12/10/22 – 12/16/22*
- *Semester ends: 12/16/22*
- *Grades available for transcript release: approximately 01/06/23*

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](#).

Our Group Agreements (Class norms/expectations)

What do we need to have a productive learning environment?

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. See the [Student Information Update form](#).

Canvas Information

This is a hybrid class. What that means is that ½ of our instruction and engagement will happen in class (face to face) and the other ½ will happen online using Canvas. In order to receive full credit, you will need to actively participate in discussions both in class and online. There will be a discussion post in Canvas to complete each week by 12:00 midnight on Thursdays. You will need to make an original post and respond to one of your peer's responses in a meaningful way. In addition, there will be quizzes that will be taken in Canvas on each assigned chapter reading. The quizzes will be due by 12:00 midnight each Sunday. Below is information about how to log into and use your Canvas site.

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://webapps.redwoods.edu/tutorial/>

Canvas online orientation workshop: [Canvas Student Orientation Course \(instructure.com\)](#)

Community College Student Health and Wellness

Resources, tools, and trainings regarding health, mental health, wellness, basic needs and more designed for California community college students, faculty and staff are available on the California Community Colleges [Health & Wellness website](#).

[Wellness Central](#) is a free online health and wellness resource that is available 24/7 in your space at your pace.

Students seeking to request a counseling appointment for academic advising or general counseling can email counseling@redwoods.edu.

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](#).

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](#) offers assistance to students in need of professional counseling services such as crisis counseling.

Learning Resource Center includes the following resources for students

- [Academic Support Center](#) for instructional support, tutoring, learning resources, and proctored exams. Includes the Math Lab & Drop-in Writing Center
- [Library Services](#) to promote information literacy and provide organized information resources.
- [Multicultural & Diversity Center](#)

Special programs are also available for eligible students include

- [Extended Opportunity Programs & Services \(EOPS\)](#) provides services to eligible income disadvantaged students including: textbook award, career academic and personal counseling, school supplies, transportation assistance, tutoring, laptop, calculator and textbook loans, priority registration, graduation cap and gown, workshops, and more!
- 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

Course Assignments

(See Canvas for due dates and detailed rubrics)

Textbook Reading

There are 14 chapters of the textbook that will be assigned as required reading. I encourage you to read the additional chapters as you see fit, but they will not be formally discussed in class and there will not be any quizzes related to the content of chapters that have not been assigned.

Chapter Quizzes (140 points – 10 points each)

We will take one short quiz for each chapter that is assigned as required reading. The quizzes will be done in Canvas and will be worth 10 points each for a total of 140 points.

Mid Term (80 points)

The mid-term is due Sunday, October 23. It will cover chapters 1, 2, 4, 5, 6, 7, 8 and 9. This exam will be completed in Canvas. It is not timed, and you will have 2 attempts. You may use your textbook and class notes, but you may not work in groups. Your work must be your own.

Final Exam (80 points)

The final exam is due December 16. It will cover chapters 11, 13, 14, 15, 16 and 17). This exam will be completed in Canvas. It is not timed, and you will have 2 attempts. You may use your textbook and class notes, but you may not work in groups. Your work must be your own.

In Class Participation (150 points – 10 points each)

This is a hybrid class meaning that $\frac{1}{2}$ of the participation will be in class face-to-face on Tuesdays from 2:05 -3:30 and $\frac{1}{2}$ of the participation will be online in Canvas. You will receive 10 points for coming to class and fully participating each week for a total of 150 points.

Canvas Discussions (DQ) (150 points – 10 points each)

The online portion of this course will take place in Canvas. You will need to post one original post and at least one meaningful response to one peer in the class. Discussion posts are due on Thursdays by 12 midnight. Each original post is worth 5 points and the response to a peer is worth 5 more points for a total of 10 per week (150 total for the class).

Business Problem Paper (100 points)

You will write a 750-word formal research paper on a real-life business problem of your choice. The paper should use MLA or APA formatting and proper grammar and punctuation. You should include 3 credible sources. The following components should be included in your paper:

- 1) Description of the selected business, dates and relevant facts of the problem.
- 2) Who is involved in creating the problem and who will be responsible for solving it.
- 3) Discuss all the components of the business environment (Economic Environment, Competitive Environment, Technological Environment, Social Environment, Global Environment).
- 4) Use 10 key terms from the textbook.
- 5) Include 3 credible references.

You will find a detailed rubric and extensive resource list in Canvas.

CR Library

<https://www.redwoods.edu/library>

How to do Research

<https://redwoods.libguides.com/how-to-research>

MLA or APA Formatting

<https://redwoods.libguides.com/c.php?g=1040996&p=7550318>

Current Events (100 points total – 20 points each)

Each student will locate and share in class 5 current events in business throughout the semester. 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 Venture Team Project (200 points)

Working in teams, you will create and present about a new business venture. This is the major project for the class. 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.

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.

Source: <https://www.sba.gov/business-guide/plan-your-business/write-your-business-plan>

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.

Team Project Timeline

Sept 6 - Form teams, arrange meeting times, begin generating ideas. (20 points)

Sept 27- Turn in 3 -5 business venture ideas generated by your team. (20 points)

Oct 11 - Choose your business venture and list 3 reasons why this venture was selected by your team. (20 points)

Nov 1 - Rough draft of business plan and peer feedback. (20 points)

Nov 29 - Revision of business plan. (20 points)

Dec 6 and 13 - Formal presentation of plan. (100 points)