

DE ANZA COLLEGE BUSINESS DEPARTMENT
INTRODUCTION TO BUSINESS ONLINE
BUSINESS 10 SECTIONS 62Z and 65Z – FALL 2017
INSTRUCTOR: BYRON LILLY

Course Objectives: This is an introductory level course designed to introduce the student to basic business terminology, operations, and principles, including an introduction to the functions performed both by and within modern business establishments. Topics include management, accounting, economics, marketing, international business, starting and running a small business, and business ethics.

Required Materials:

You will need access for 12 weeks to the proprietary course materials located on McGraw-Hill Education's "Connect" website. It will cost you \$92 to buy an access code for this material at the De Anza College bookstore, or \$80 if you pay for your access using a credit card on McGraw-Hill Education's website. This will give you access to an **online textbook** and over 150 adaptive learning modules, exercises, quizzes, and exams customized especially for this class. Choose **one** of the following:

- Buy an access code at the De Anza College bookstore (you have to ask at one of the cash registers – it is not out on the shelves) (ISBN 978-1-26-021324-9), *or*
- Purchase access directly on McGraw-Hill Education's website using a credit card.

Course Requirements:

- **Access to the Internet/Getting Started:** Access to the Internet is required for this class. This class is offered only through **Canvas**, deeply integrated with **McGraw-Hill Connect**. Canvas can be accessed from the Student tab in MyPortal, or by going to <https://deanza.instructure.com> and using your MyPortal credentials to log in.
- **Orientation videos:** You will find a collection of orientation videos inside the course website in Canvas, near the top of the page, grouped under the heading "Course Syllabus and Orientation Videos." It is **very important** that you watch these videos **as soon as possible**. They will explain how to earn points in the class, and how and why to make a timely start in the class.
- **Online adaptive learning modules, exercises, quizzes, and exams:** The online adaptive learning modules, exercises, quizzes and exams are where you will earn 100% of your points in this class. These assignments are due in twelve batches, corresponding to the **twelve weeks** of the Fall quarter. **Some** of the online exercises, quizzes and exams for **chapter 1** are due by 11:55PM Sunday, October 1. **Most** of these can be taken later, but with a 2% per day lateness penalty. The only chapter 1 online quiz that **can't** be taken late is called the "Chapter 1 Lecture Quiz." The **remainder** of the chapter 1 online learning assignments are called "SmartBook Lessons." These I **strongly recommend** you complete by 11:55PM Sunday, October 1, but you **actually have** until 11:55PM **Thursday, December 14** to complete them. The same pattern will be repeated for the other chapters, but with later due dates. All this is explained in the **orientation videos** and **some** information about it can be gleaned from the important dates section at the end of this course syllabus.

Attendance: It is **VERY IMPORTANT** that each student **understand and comply** with the attendance policy in this class **at all times**, as **once a student is dropped for inadequate attendance**, I will **not add the student back to the class for any reason**, no matter **how severe** the consequences on the student's economic security. The attendance requirement for this class is that each student must earn at least 65% of the cumulative online points possible each of the first seven Sundays of the quarter. Here are the minimum point thresholds each student must meet or exceed in order to satisfy the attendance requirement for this class:

Date	Minimum online points needed
Sunday, Oct 1, 2017	170
Sunday, Oct 8, 2017	360
Sunday, Oct 15, 2017	545
Sunday, Oct 22, 2017	680
Sunday, Oct 29, 2017	900
Sunday, Nov 5, 2017	1,230
Sunday, Nov 12, 2017	1,680

- **Final Examination:** The final examination for this class is required, and is taken online. The final examination consists of three parts. All three parts are due at 11:55PM Thursday, December 14. They can be taken a day or two late; but if they are, a 2% per day lateness penalty will be imposed. They cannot be taken after 11:55PM Sunday, December 17. Part 1 consists of 60 questions and covers chapters 1 through 3. Part 2 consists of 58 questions and covers chapters 4 through 10, 13, and 14. Part 3 consists of 12 questions and covers chapters 15 and 16. The final exam is worth approximately 20% of the student's course grade.

General Information:

- **You can use computers on the De Anza campus if you want:** Access to the Internet is required for this class. You can use your own personal computer for Internet access; or, if you prefer, you can use the computers in the Library or the Library West Computer Lab. The Library West Computer Lab is located downstairs in (the basement of) the Learning Center West (LCW) building. There are also computers on both the first floor and the second floor of the library.
- **Last date to drop with a W:** If you are not doing well in the course, or are unable to finish out the course, you may drop yourself from the course provide you do so by Friday, November 17, 2017. **Late drops** (defined as any drop requested or attempted after November 17, 2017) **are not permitted**.

Grading Policy:

Each student's course grade will be determined by the *percentage* of the total points possible in the class earned by that student in the current quarter.

% of Points Earned	Letter Grade
99-100%	A+
92-98%	A
90-91%	A-
88-89%	B+
82-87%	B
80-81%	B-
78-79%	C+
70-77%	C
67-69%	D+
58-66%	D
55%-57%	D-
Less than 55%	F

Grade Reporting:

All grade reporting will be done inside Canvas. See the orientation video “How to Check Your Grade So Far” on the course website in Canvas for details.

Academic Integrity Policy:

All online work must be performed individually by you. If you assist others on an online exam or quiz, or accept the assistance of others, **you have cheated**. If caught, you will receive a **failing grade** on any and all assignments I have reason to believe you likely cheated on, and your name will be reported to the **Dean of Student Affairs** of De Anza College for possible further disciplinary action, up to and including suspension from De Anza College for a period of up to three years.

Important dates (all dates are in 2017):

Wednesday, Sept 27 – Recommended date by which you should read this course syllabus, watch the orientation videos available in Canvas, and begin the first “SmartBook” assignment. This will trigger the mandatory **registration process** in McGraw-Hill Connect.

Sunday, Oct 1 – Most chapter 1 online assignments are due by 11:55PM on this date.

Sunday, Oct 8 – Most chapter 2 online assignments are due by 11:55PM on this date.

Sunday, Oct 15 – Most chapter 3 online assignments are due by 11:55PM on this date.

Sunday, Oct 22 – Most chapter 4 online assignments are due by 11:55PM on this date.

Sunday, Oct 29 – Most chapter 5 online assignments are due by 11:55PM on this date.

Sunday, Nov 5 – Most chapter 6 and 7 online assignments are due by 11:55PM on this date. Also, the first midterm is due at 11:55PM.

Sunday, Nov 12 – First midterm (covers chapters 1-7), plus most chapter 8 online assignments are due by 11:55PM on this date.

Friday, Nov 17 – Last day to drop this course (will place in a W on your transcript)

Sunday, Nov 19 – Most chapter 9 online assignments are due by 11:55PM on this date.

Sunday, Nov 26 – Most chapter 10 online assignments are due by 11:55PM on this date.

Sunday, Dec 3 – Most chapter 13 and 14 online assignments are due by 11:55PM on this date.

Sunday, Dec 10 – Most chapter 15 and 16 online assignments are due by 11:55PM on this date. Also, the **second midterm** is due at 11:55PM on this date.

Thursday, Dec 14 – The final deadline for completing any SmartBook Lessons for all the chapters is reached at 11:55PM on this date. Also, all three parts of the final exam are due at 11:55PM.

Contacting the instructor:

Office hours: By appointment.

Office location: Building F4, room F41F

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