

Syllabus - Spring - 2021  
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Fri, Apr 9 at 1:29 PM

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# Syllabus & Student Learning Outcome Statements (SLO)

**BUSINESS 10**

**INTRODUCTION TO BUSINESS**

**COURSE OVERVIEW**

**Spring 2021**

**INSTRUCTOR: Niedermier\_BUS-DO10.69Z\_CRN-46568-01\_Spring \_ 2021**

**Meeting Times : online**

**Email Address: [niedermiergary@fhda.edu](mailto:niedermiergary@fhda.edu)**

**Office Hours: Wednesday - 10:00am - 11:00am - (online - zoom)**

## **Student Learning Outcome:**

Distinguish among the primary functions within a business, such as , marketing, operations, human resources, accounting and finance, and identify the interests and roles of key business stakeholders, such as employees, management, owners, and society.

**Student Learning Outcome:** Demonstrate a working vocabulary of business terms.

## **Syllabus**

This is an introductory course in the fundamentals of business, which include, but are not limited to strategy, ethics, economic cycles, leadership, entrepreneurship, competition, global markets and more. Students will discuss and analyze business fundamentals as applied to real world situations. Students should expect to learn and understand the thought processes behind business principles so that they may be used to bring about success throughout their lives.

**Purchasing Required Textbook:** You will purchase an access code to the required textbook through the De Anza Bookstore. You may make the purchase online ( cost - \$59.99 ). This will give you online access to all of the chapter reading assignments and all exams.

**Required text:** Nickels, McHugh and McHugh. Understanding Business 12th ed., McGraw - Hill.

### **Resources:**

Video ( Ted Talk ) - "Sliced Bread" - how to get your ideas across.

Video "Market Soars in 1920s"

Video. "The House of Morgan"

3C Media

Films On Demand

A **Project** per each student will be the development of an introductory section to a business plan. This section is normally referred to as an "**Executive Summary**". It defines the overall ideas of each segment of a business plan, i.e Industry, product, competition, differentiation, promotion, pricing, distribution, etc. It is often used as the introductory document when searching for venture capital investment. **The Executive Summary project is worth 30 points.**

**Examinations:** There will be four exams during this six week course. the exams will be based on **the material from the text**. The lowest score of the first 3 exams will be dropped from the calculation of your grade. If you are sick or need to miss an exam, then that will be the one that is dropped. the schedule is as follows:

Exam # 1 (30 points) covers chapter's 2, 17, 19, 20. **Scheduled for May 28 & 29**, the end of week # 2.

Exam # 2 (30 points) covers chapter's 7, 11, 13, 15, 16. **Scheduled for June 11 & 12**, the end of week # 4

Exam # 3 (30 points) covers chapter's 9, 14, 3, 5, 6. **Scheduled for June 20 & 21**, beginning of week # 6

Exam # 4 comprehensive Final (38 points) covers material from earlier exams along with chaps: 1, 8, 18, bonus chapter A. Exam # 4 cannot be dropped. **Scheduled for June 25**, the last day of class

### **Grading Policy:**

3 Exams (lowest one of three dropped)	60 points
1 Executive Summary project	30 points
1 Comprehensive Final exam	38 points
Total	128 points

**Assignment of grades** - grades will be curved and based on the highest score in class. Any online dishonesty/cheating will be dealt with on a case by case basis. It is expected that the work you represent as your own is in fact your's alone.

**Student Learning Outcomes** - please fill out the "**student learning outcomes**" question form located in the Week 1 module and submit your answers. This is not about right or wrong answers---- if you don't know an answer, just say so-----this is about finding out where you are in your understanding of business terms -----it also let's me know you are now engaged in the Course. It is important.

### **Class Schedule:**

**Week # 1A Read - Chap. 2 -Understanding Economics and How it Affects Business**

**Watch - Seth Godin youtube - "Sliced Bread"**

**Week # 1B Read - Chap. 17 - Understanding Accounting and Financial Information.**

**Week # 2A Read - Chap. 19 - Using Securities Markets for Financing and Investing.**

To Watch:

"Market Soars in 1920s"

"The House of Morgan"

**Week # 2B Read - Chap. 20 - Money, Financial Institutions and the Federal Reserve**

**Exam # 1, Chaps: 2, 17, 19, 20 - 60 questions, Friday, May 28 & Saturday May 29** The exam opens Friday at 6:00am and closes Saturday 11:59PM. You have 60 consecutive minutes to complete this exam. **The exam is located in the M-H Connect platform**----once in "Connect", when you begin, you cannot leave ( or refresh the screen ) and then start again----the program will think you have finished. The exam will automatically close after 60 minutes.

**Week # 3A Read - Chap. 7 - Leadership, Management and Employee Empowerment and Chap. 11 - Human Resource Management**

Watch - 3C Media

Films On Demand

**Week # 3B Read - Chap. 13 - Marketing - Helping Buyers Buy. and Chap. 15 - Distributing Products**

**Week # 4A Read - Chap. 16 - Using Effective Promotions and Chap. 9 - Production and Operations Management**

**Exam # 2, Chaps: 7, 11, 13, 15, 16 - Friday, June 11 & Saturday, June 12, - 60 questions - open Friday, 6:00am - closes Saturday, 11:59pm**

**Week 4B - Read - Chaps: 14 - Developing and Pricing Goods and Services - 9, Production and Operations Management and 6, Entrepreneurship and Starting a Small business.**

**Week # 5A - Read - Chaps: 5 - How to Form a Business and 3 - Doing Business in Global Markets**

**TedEd - Competing in Global Markets**

**Week # 5B - Read - Chap, 1 - Taking Risks and making Profits Within the Dynamic Business Environment**

**Week # 6A - Read - Chap. 18 - Financial Management and Bonus chapter A - Working Within the Legal Environment**

**Exam # 3, Chaps: 9, 14, 3, 5, 6 - Sunday, June 20 & Monday, June 21 - opens Sunday 6:00am closes Monday 11:59pm**

**Week # 6B - Final Exam, (comprehensive) 76 questions - Chaps: 1, 8, 18, bonus chapter A and material from earlier exams -opening Friday, June 25 - 6:00am -closes Friday, June 25 - 11:59pm - you will have 120 consecutive minutes to complete the Exam. - 38 points value**

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