

De Anza College

INTRODUCTION TO BUSINESS – BUS 10 – SYLLABUS –V3

Introduction to Business, Bus 10

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Course Duration: 12 weeks

Office Hours: Online chat – Mondays 1:00 PM, PST

Fall: 2017

Section: BUS -010.-67Z

CRN: 00291

Location: Online

Days: Weekly Online

Time: Any Time

Web Site: <http://faculty.deanza.fhda.edu/hernandezguillermo/>

COURSE OBJECTIVES & STUDENT LEARNING OUTCOMES:

Introduction to Business is a survey course which provides a broad overview of the environment, principles, and functions of business. Students will gain a firm foundation in business terminology and practices essential for success in industry.

Throughout the course students will have the opportunity to learn more about different functional areas and industries to start career planning. By the end of the course students will be able to:

- Distinguish among the primary functions within a business, (i.e., marketing, operations, human resources, accounting and finance) and identify the interests and roles of key business stakeholders (i.e., employees, management, owners, and society).
- Demonstrate a working vocabulary of business terms.

COURSE MATERIALS:

McGraw-Hill-Connect Access Code with Electronic eBook purchase from the De Anza Bookstore at a price of \$92. You can also buy a registration code from the McGraw-Hill registration page.

Author(s): Nickels, McHugh

ISBN-13: 9781260213249 (Code is used in Canvas to register your MH-Connect access)

You can buy the access code from the De Anza Bookstore. MH-Connect provide a loose leaf printed copy at a cost of \$25. See connect registration for details.

Other Resources Needed:

- The class requires Internet Access using a computer such as a PC, MAC, tablet, or a Laptop with Chrome web browser (Firefox does not play mp4 videos). The class features a required deeply integrated **McGraw-Hill Connect** online component, rendered in Canvas. You need to buy the access code, with eBook ISBN shown above, from De Anza bookstore. If you prefer the hard cover textbook, you can purchase MH-Connect access registration via Canvas for \$25. You will use the code when you register in the Canvas course which is accessed from the Student tab in MyPortal, or by going to <https://deanza.instructure.com> and using your MyPortal credentials to log in. Instructions are provided in the Canvas Course. You will need a credit card to purchase either option.
- I advise you to have a current browser (Chrome is required to view mp4 movies) and to ensure that Flash and Java are installed on your computer (and enabled by your browser). If you use Firefox,

you need to add the “*Simple YouTube MP3/MP4 Converter*” plug in to play MP3/MP4 movies. Use this Link: <https://addons.mozilla.org/en-US/firefox/tag/mp4>, try some of the add-ons to check.

- You also need the free [Acrobat Reader](#) to view PDF files provided in the online class.
- If you are using a tablet or phone at times to access Canvas, you will need an app that can take screenshots (.jpg or .png files), and review assorted file types (.pdf, .doc, .docx, .ppt, .pptx). If you are using Microsoft Windows OS in your PC, you can use the Snipping tool application. It is very easy to use and you can take snapshots of what you see in your screen and paste it in your document.
- You also need a **personal email address** in order to receive important course announcements. As soon as the course starts, you should receive an email welcome message from the instructor. If that does not occur, you may need to decrease the security on your email or empty your email account (if it is full). These proactive measures will ensure that you receive all important reminders from your instructor. If you don't have an email address, you may obtain a free one by following the instructions on my web site under [Tools, Tips and Resources](#).
- **OfficeLibre:** You will need to write class project assignments and save the file in either doc, docx, or rtf file formats. OfficeLibre provides a Microsoft Office equivalent set of applications for free. You can save your written files in the file formats required. If you have Microsoft Office you can use Microsoft Word to write your written assignments as required. Otherwise, you can download and install [OfficeLibre](#) which is a free Suite of software to create and edit MS Word and PowerPoint files. Download site:

<https://www.libreoffice.org/download/libreoffice-fresh/>

If you use Google Docs, you can save the file in doc, docx, or rtf file formats as well.

Need help? Meet with tutors and attend workshops in the Student Success Center:

<http://www.deanza.edu/studentsuccess>.

COURSE REQUIREMENTS:

Reading assignments: Completion of all reading assignments is essential for successful performance on the examinations. Students are strongly advised to complete all reading assignments BEFORE class on the day they are due in order to get the most out of the lectures. Not all chapters are assigned. Consult the class calendar below on a daily or weekly basis to make sure you are keeping up with the reading. You have to let the instructor know if you are going to miss an exam.

There are no prerequisites for the class.

Examinations:

The class requires a midterm exam, and one final exam, plus 10 quizzes.

All exams and quizzes will be taken online. Exams will open up on the designated day and will remain open until the Sunday of the assigned week at 11:59PM. The exams and quizzes can be taken any time during the assigned week once they open. However, the exams and quizzes will be time bound since the moment you open the test or quiz. If you have problems while taking a test or quiz, you can contact me immediately at the moment you have the problem. Do not use email, you can call me at my cell phone or text me. I will reset your exam or quiz.

As stated, the exam and quizzes close at midnight at the end of the week. Hence, don't wait until 11:00 PM to take an exam or quiz; you may not have enough time to complete it. Please, do not procrastinate until the last moment. The latest I recommend to start the exam or quiz is 8:00 PM. Do not contact me if you have problems on the last day of the exam/quiz after 8:00 PM, you are on your own for procrastination, your worst enemy.

GRADES:

Each student's course grade will be calculated based on the total points for each quiz or exam. Quizzes and exams will consist of a combination of multiple choice and true/false questions.

Grades are assigned to students based on their total course points accumulated, which is calculated as a weighted average of the grading components based on the total accumulated points. The table below shows the grades scale.

Grading Scale:

Grade Scale Based on 600 Points	Letter grade	Point Scale	
99% or above	A+	594	600+
92%	A	552	593
90%	A-	540	551
88%	B+	528	539
82%	B	492	527
80%	B-	480	491
78%	C+	468	479
70%	C	420	467
67%	D+	402	419
58%	D	348	401
55%	D-	330	347
Below 55%	F	0	104

Before I post the final grades, I will email them to the entire class. You have 24 hours to be sure your grades are correct. After that, your grade will be turned in and they will be final.

Assignments Options:

You need to do a class project assignment paper. This can be done in a team or individually. During week three you will need to decide which team project you will want to do. Information is provided as to project options you can select. The final class project includes a Microsoft Word APA formatted paper and a PowerPoint presentation. The paper has to be done using APA formatting guidelines.

You can find APA formatting guidelines information in this link:

<https://owl.english.purdue.edu/owl/section/2/10/>

Make sure you read the information in the link and apply the guidelines as stated. Don't wait until the last week to check this information out. I recommend you do it early on in the class. You can use the APA format guidelines not only in this class but also in other classes. It is also a document format that is used in businesses all over the world as well. Hence remember this:

1. All written assignments are done in Microsoft Word APA formatted document or a program application (Such as Google Docs, or Office Libre) that can save files in .doc, rtf, or .docx file formats.
2. NO PDF Files. Again, ***NO PDF Files.***
3. Posting a PDF file for an assignment is equivalent to not posting the assignment; you will not receive points. Hence, NO PDF Files, please.

If you decide not to do the assignment as an individual work, you are making a commitment to work with a team and you are responsible to do your part of the work. Once you make the decision to work in a team, you will have to complete the assignment with the team since you cannot change to an individual assignment. The reason for this is that a team was formed and they are counting on each team member to do their work. Remember this as well, in your professional work, you will be also expected to work in a team and there is no option to back out of it. If you do, chances it will affect your performance reviews.

Evaluation Criteria for Written Assignments:

All written assignments have to follow **APA Format Standard in the required file format**, using 12 point, Times New Roman Font and double spaced. Information about APA format can be found at:

<http://owl.english.purdue.edu/owl/resource/560/01/>

The written assignment will be evaluated according to the following elements:

Criteria	Comments	Points
Content and purpose		m/N
Organization		x/N
Grammar/Punctuation/Spelling		p/N
Readability/ Style		r/N
TOTAL		S/N

Where: m, x, p and r, are your individual criteria scores, S is your total score (m+x+p+r) out of N possible points of the assignment.

Points may have different weights according to maximum points. Higher weights will be given to “Content and purpose” and “Grammar/Punctuation/Spelling” when possible.

In addition, assignment’s content and purpose will be evaluated based on the objectives of the exercise, as well as precision, clarity and completeness. The format for each assignment will depend on the content of the subject and the specifics of the lesson. The details for each assignment will be provided in the online class.

Academic Integrity Policy:

Students who cheat on an exam or a quiz, or help another person cheat on an exam or online quiz will be reported to Academic Affairs and the Dean of Instruction of De Anza College. The student will automatically receive an F for the Exam or Quiz grade.

De Anza College takes integrity violations seriously. Please, review De Anza Academic Integrity Code in this link:

<http://www.deanza.edu/studenthandbook/academic-integrity.html>

Attendance:

Attendance in the online class is measured and counts for 100 total points. After you enter the Canvas class, you will find Weekly Modules with Activities. Each week you will find a Discussion Questions

(DQs) forum. The forum contains a Case Study and two Discussion Questions threads. You need to answer each DQ(s) on a specific date, normally Wednesdays and Thursdays. You can post an answer to the DQ(s) after the due date but it will be graded as late with 2 points deduction. Once you post your two DQ answers then you can engage in participation by commenting on other student's posts as replies to their DQ answers. You can add substantive ideas, and comments to augment the DQ answer from the student. Your participation posts should be at least 200 words. Hence, DQ participation replies with one or two sentences will not count. At the end of the class, students with 20 replies posts or more will get 20 extra credit points.

Remember then, that Attendance is not optional and do count for 100 points. If you answer both DQs from each week then you will earn you class attendance points possibly 20 extra credit points.

Discussion Questions Evaluation:

For this class, substantive discussion answers means that your message has substance and helps to further discussions in weekly designated Discussion Forums. Substantive DQ answers require a **minimum of 200 words**. If you write your response using from 12 to 15 complete sentences you will meet the 200 words requirement for sure. They should include contributions of with your own ideas and sources such as: insights, your own short research, and comments from the chapter readings.

One last point, you will not be able to see other student's answers to the DQs until you post your own answer.

Special warning about failing to drop the class on a timely basis:

The instructor will drop students who have not logged on, or missed assignments during first three weeks, and those who have missed an exam deadline (and did not email regarding an emergency). After the first three weeks, students can drop themselves from the class during the first 8 weeks of the quarter. Students that fail to attend the class for 10 consecutive days in a row will be dropped from the class.

Additional Recommendations:

1. Read this course syllabus completely and make sure you understand it. Participate in the class discussion forums each week. Attendance and participation are measured by participating in the class discussion forums.
2. Attendance and participation is defined as substantive answers, to discussions questions, a student post each week in the Discussion Questions (DQs) forums.
3. Students that fail in the first week of the class to attend or participate, and have not informed the Instructor via email explaining their absence, will be dropped from thee class for no show.
4. Students that fail to attend (no DQ answers) and participate in the class discussion forum in the following two weeks of the course will also be dropped by the end of the third week of the class.
5. Students that fail to attend/participate in the online class for 10 consecutive days will be dropped from the class.

Course Schedule Table

Note: I recommend you print this section and refer to it on a regular basis. It is very important.

Course calendar (with reading assignments and activities):

<i>Date</i>	<i>Activity</i>
Week 1	
9/25	Study The Green sheet/Course Syllabus
	Read Chapter 1
	Complete Canvas Module 1 activities by end of day Sunday 11:59 PM.
	Answer DQs and Participate in the Week 1 Class Discussion Forum
	Chapter 1 online quiz
Week 2	
10/02	Read Chapter 2
	Complete Canvas Module 2 activities by end of day Sunday 11:59 PM.
	Answer DQs and Participate in the Week 2 Class Discussion Forum
	Chapter 2 online quiz.
Week 3	
10/09	Read Chapter 3
	Complete Canvas Module 3 activities by end-of-day Sunday 11:59 PM.
	Select Class Project to work on. Decide work individually or as a team.
	Answer DQs and Participate in the Week 3 Class Discussion Forum
	Chapter 3 online quiz.
Week 4	
10/16	Read Chapter 4
	Complete Canvas Module 4 activities by end of day Sunday 11:59 PM.
	Answer DQs and Participate in the Week 4 Class Discussion Forum
	Chapter 4 online quiz.
Week 5	
10/23	Read Chapter 5
	Complete Canvas Module 5 activities by end of day Sunday 11:59 PM.
	Answer DQs and Participate in the Week 5 Class Discussion Forum
	Chapters 5 Online Quiz.
Week 6	
10/30	Read Chapters 6 and 7
	Complete Canvas Module 6 activities by end of day Sunday 11:59 PM.

	First Class Project Deliverable. Outlines for the projects. Non-graded assignment.
	Answer DQs and Participate in the Week 6 Class Discussion Forum
	Chapters 6 and 7 quizzes.
Week 7	
11/06	Read Chapter 8
	Complete Canvas Module 7 activities by end of day Sunday 11:59 PM.
	Answer DQs and Participate in the Week 7 Class Discussion Forum
	Chapter 8 quiz.
	Midterm Chapters 1-8
	Complete Chapter 8 Quiz first then do the Midterm Exam by end-of-day Sunday.
Week 8	
11/13	Read Chapter 9
	Complete Canvas Module 8 activities by end of day Sunday 11:59 PM.
	Answer DQs and Participate in the Week 8 Class Discussion Forum
	Chapter 9 quiz.
Week 9	
11/20	Read Chapter 10 and 13
	Complete Canvas Module 9 activities by end of day Sunday 11:59 PM.
	Answer DQs and Participate in the Week 9 Class Discussion Forum
	Chapters 10 and 13 Quizzes.
Week 10	
11/27	Read Chapters 14 and 15
	Complete Canvas Module 10 activities by end of day Sunday 11:59 PM.
	Upload the Final Class Project Assignment Paper.
	Answer DQs and Participate in the Week 10 Class Discussion Forum
	Chapters 14 and 15 quizzes
Week 11	
12/04	Read Chapters 16 and 17
	Complete Canvas Module 11 activities by end of day Sunday 11:59 PM.
	Upload the Final Class Project Assignment Paper.
	Answer DQs and Participate in the Week 10 Class Discussion Forum
	Chapters 16 and 17 quizzes
Week 12	
12/11	Final Exam Chapters 9-17

NOTE: NO LATE ASSIGNMENTS WILL BE ACCEPTED. IT IS VERY IMPORTANT THAT YOU PLAN YOUR DAYS AND TIME SO THAT YOU CAN COMPLETE ALL ASSIGNMENTS WHEN DUE.

Special Note: The professor reserves the right to modify, change, or waive any part of the syllabus or the evaluation criteria for this course. He will give prior notification when modifications, changes, or waivers are in order.

Support:

Help with Concepts	Email me Mondays through Fridays or stop by office hours. (24 hour turnaround is typical except over the weekend.)
Technical Support	De Anza Portal
Disabled Students	All of the video materials in this multimedia course have close captioning or written transcripts available. If you need a different type of accommodation, please let your instructor know at the start of the quarter. De Anza offers many support services to assist students with their needs. If you have a disability-related need for reasonable academic accommodations or services in this course, you must provide me with documented approval from Disability Support Services (DSS) or the Educational Diagnostic Center (EDC). Students are expected to give five days notice of the need for accommodations. Students with disabilities can obtain approval from their DSS counselor (864-8753 DSS main number) or EDC advisor (864-8839 EDC main number).
Online Learning Center	Home Page: http://www.deanza.edu/online-ed/ Phone: (408) 864-8969. Hours of operation are posted on the page under the link "About Us."

Important Dates:

Fall 2017

- Classes start Sept. 25
- Classes end Dec. 15
- Final exams [Dec. 11-15](#)
- Applications open [April 1](#)
- View class schedule [July 1](#)
- [See fall dates/deadlines](#)