

DE ANZA COLLEGE
BUS 87: INTRODUCTION TO SELLING
WINTER 2019

Unit(s): 4 || Hours: Four hours online (48 hours total per quarter). || General Education Status:
Non-GE || Program Status: Program Applicable || Credit Status: Credit - Degree applicable ||
Grading Method: Letter Grade

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Office Hours: Online: Fridays, 12 pm – 3 pm

Course Description: This course is designed to assist students to apply business and behavioral sciences in a selling environment, as well as build successful relationships in a culturally diverse world.

Advisory: EWRT 211 and READ 211 (or LART 211), or ESL 272 and 273.

Student Learning Outcomes:

By the end of the course, you should be able to:

- Communicate to others not just the details, but the benefits of an idea, product or service.
- Negotiate in a way that allows resolution of disagreements based on mutual interests, not win-lose positions.
- Explain how business to business sales transactions are constructed and executed.

Course Objectives:

By the end of the course, you should be able to:

- Formulate a personal selling philosophy that communicates the benefits of an idea, product or service, and a value proposition for the customer or client
- Create a customer relationship strategy that is centered around creating a win-win-win situation for all
- Analyze buyer behavior that employs negotiation that allows resolution of disagreements based on mutual interests, not win-lose positions
- Formulate a prospecting strategy that targets business to business sales transactions
- Formulate customer presentation strategies based on mutual interests
- Plan time and self-management programs that enable the construction and execution of business to business sales transactions

Required Textbook:

- Kimberly K. Richmond, “The Power of Selling,” Flatworld Knowledge. This book is available online for **FREE** at: <http://www.saylor.org/books/> The texts are listed alphabetically. Choose from HTML | PDF | DOCx.

You can also obtain the textbook for **FREE** at the Open Textbook Library below:
<https://open.umn.edu/opentextbooks/BookDetail.aspx?bookId=42>

OR You may order a hardcopy printed version of the text at:
<https://students.flatworldknowledge.com/course/2570871>

Learning Environment:

- *Power Selling: Lessons in Selling from Successful Brands*—Short vignettes highlighting examples of how successful companies implemented one of the concepts covered in the chapter.
- *Power Player: Lessons in Selling from Successful Salespeople*—Real-life advice from sales professionals about how to be successful in sales.
- *Power Point: Lessons in Selling from the Customer’s Point of View*—Feedback from customers about sales techniques and what they look for in a salesperson and a brand.
- *You’ve Got the Power: Tips for Your Job Search*—Helpful tips highlighted in the *Selling U* section of each chapter are emphasized.

Requirements:

- **Canvas Student Guide:** <https://deanza.instructure.com/courses/272>
- **Reading and Review:** Each week you should read the assigned chapter(s) of the textbook.
- **Assignments**

1. Multiple Choice Quizzes

- Quiz 1: Covers chapters 1 – 3 of the textbook
- Quiz 2: Covers chapters 4 – 6 of the textbook
- Quiz 3: Covers chapters 7 – 11 of the textbook
- Quiz 4: Covers chapters 12 – 15 of the textbook

2. **Assignments based on chapters of the textbook.** These assignments will be evaluated according to the Assignment Rubric indicated in the table below. There are no make-ups if you miss an assignment deadline.

Assignment Rubric

Criteria	A Level Work Outstanding Response	B Level Work Good Response	C Level Work Marginal Response
Completeness	Questions have been fully answered. Followed all directions	Questions fully answered, brief explanations, missed some directions	Assigned questions are skipped or ignored

- 1. Forum Discussions based on chapters of the textbook.** Contributing to and participating in the discussion forums are requirements of the course. These discussion forums allow you to demonstrate your understanding of course concepts and learn from the experiences of your classmates. These assignments will be evaluated according to the Discussion Rubric indicated in the table below. There are no make-ups if you miss an assignment deadline.

Discussion Rubric

Criteria	A Level Work Outstanding Response	B Level Work Good Response	C Level Work Marginal Response
Participation in the Learning Community	Discussion postings actively stimulate and sustain further discussion by building on peers' responses	Discussion postings contribute to the class' ongoing conversations	Discussion postings sometimes contribute to ongoing conversations
Comprehension	Demonstrates a keen grasp of key concepts; provides evidence to support statements	Demonstrates a basic understanding of key concepts; refers to evidence to support statements	Some understanding of concepts demonstrated; supporting evidence for statements shaky or missing
Clarity	Message is written clearly and concisely; well organized and complete	Message is clear and well organized but may include irrelevant information; answers all parts of the question	Message is not well organized; contains some irrelevant information; may have neglected to answer a part of the question
Quality of Writing & Proofreading	Written responses are free of grammatical, spelling or punctuation errors. The style of writing facilitates communication	Written responses include a few grammatical, spelling or punctuation errors that distract the reader	Written responses contain numerous grammatical, spelling or punctuation errors. The style of writing does not facilitate effective communication

2. Examinations

A. Midterm Examination - Covers Chapters 1 – 8 of the textbook.

B. Final Examination - Covers Chapters 9 – 15 of the textbook.

Grading:

Component	Points	Weight
Quizzes	100	10%
Chapter Assignments	130	13%
Forum Discussions	170	17%
Mid Term Examination	300	30%
Final Examination	300	30%
Total Possible Points	1000	100%

Grading Scale based on Points:

Points	Grade	Points	Grade
970-1000	A+	760-799	C+
930-969	A	700-759	C
900-929	A-	660-699	D+
860-899	B+	630-659	D
830-859	B	600-629	D-
800-829	B-	0-599	F

Attendance/On Time Policy:

This is an asynchronous online course, which means we will not have an official meeting time or place (actual or virtual). Instead the success of this course depends on your keeping up with the syllabus, your level of involvement with Canvas, and the online activities Canvas.

Even though it is asynchronous, it does not mean that there is no time component. In fact, the success of many of the activities depends on your participation in a timely manner.

If for any reason, you are facing any difficulties, or encountering any issues which prevents you from submitting your assignment on time, please let me know; I cannot read your mind.

Late Assignments: A 5-point deduction will be assessed against all assignments that are not submitted on time.

Dropping: There is a deadline for drops. After the deadline neither you nor your instructor can drop you. If, for whatever reason, you choose to drop or withdraw from this course, it is your responsibility alone to initiate the drop or withdraw by the appropriate deadline, either online or in person. Since this is an online class, instructor will drop students who fail to submit two consecutive assignments. Instructor will also drop students who fail to take the Mid Term Exam.

Withdrawal:

A 'W' is assigned to drops after the first two weeks of a regular 12-week term and/or 20% of a course if a shorter term course. A 'W' will be assigned to all drops between 20% and 75% of a term.

Academic Calendar: <https://www.deanza.edu/calendar/>

Incompletes:

An 'incomplete' grade is only appropriate for verifiable unforeseen illness/injury or other unforeseen emergency situations; not doctor's appointments you forgot you had and did not reschedule, jury duty you could have requested to do after the quarter is over, or because you forgot to drop in time. At least 75% of the class must have been completed to qualify for an 'Incomplete' status.

Academic Integrity:

I don't expect you to cheat in this class but, for all your classes, you should be aware of the college Academic Integrity Policy and its consequences for students, as outlined below:

https://www.deanza.edu/policies/academic_integrity.html)

“**Cheating** is the act of obtaining or attempting to obtain credit for academic work through the use of dishonest, deceptive or fraudulent means... **Plagiarism** is representing the work of someone else as your own” (and the Student Handbook gives many detailed examples), and these statements: “It is the student's responsibility to know what constitutes academic dishonesty...When students are caught cheating or plagiarizing, a process is begun which may result in severe consequences.” The consequences can include “receiving a failing grade on the test, paper or exam...receiving a grade of F in the course...being placed on disciplinary probation...suspension.”

Note to Students with Disabilities

If you have a disability-related need for reasonable academic accommodations or services in this course, provide instructor with a Test Accommodation Verification Form (also known as a TAV form) 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 a TAV form from their DSS counselor (864-8753—DSS main number) or EDC advisor (864-8839—EDC main number).

Online Education Center Hours of Operation

Monday to Thursday - 9:00 AM to 5:00 PM

Friday - 9:00 AM to 4:00 PM, when classes are in session.

Contact: <https://www.deanza.edu/online-ed/>

Telephone number: 408.864.8969

Online Tutoring

De Anza College provides all registered students with online tutoring service through NetTutor. Online tutoring is available in a wide variety of subjects, 24/7, to supplement on-campus tutoring that Student Success Center provides. This service is available to all students who have courses in Canvas and takes the place of SmartThinking. There is new link in your course Navigation: NetTutor. With NetTutor, students can sign up for synchronous sessions, as well as get asynchronous help with questions and papers.