

**DE ANZA COLLEGE BUSINESS DEPARTMENT**  
**INTRODUCTION TO BUSINESS ONLINE**  
**BUSINESS 10 SECTION 63Z – WINTER 2019**  
**INSTRUCTOR: BYRON LILLY**

***Student Learning Outcome Statements (SLO)***

- 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.

***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 140 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 978-1-26-070192-0), **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 through a device that supports the Adobe Flash browser plug-in is required for this class. This class features a required online component rendered in **Canvas** deeply integrated with **McGraw-Hill Connect**. The McGraw-Hill Connect elements require a browser that has the Adobe Flash plug-in. Apple iPhones and iPads will not work because they do not support the Adobe Flash plug in, but Apple MacBooks and computers will work and do support the Adobe Flash plug in. McGraw-Hill has great telephone support at 1-800-331-5094. They can help you get your Android phone connected, and can also help you with any "blank screen" problems you may encounter during the quarter. Students who were planning to use an Apple iPhone or iPad to do their online work will need to instead use a laptop (PC or Mac), desktop (PC or Mac) or Chromebook. 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 Winter quarter. For example, the online exercises, quizzes and exams for **chapter 1** are due by 11:55 pm Sunday, January 13. All of these can be taken later, but many will suffer a 2% *per day* lateness penalty. The only kind of online assignment that can be completed late with *no* lateness penalty are the “SmartBook Lessons.” These will appear in Canvas to be due Thursday March 28<sup>th</sup> for all chapters, but watch out! *You would be wise to treat them as if they were due with the rest of the material in the chapter.* Otherwise, *you will be at grave risk of being dropped from the class for inadequate attendance.*

**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**. 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. **You will have to complete at least 65% of the SmartBook Lessons due that week in each of the first seven weeks of the quarter in order to meet this attendance requirement.** This is true **even though** they appear to not be due until March 28<sup>th</sup>. Here are the minimum point thresholds each student **must** meet to avoid being dropped for inadequate attendance:

| <b>Date</b>           | <b>Minimum online points needed</b> |
|-----------------------|-------------------------------------|
| Sunday, Jan. 13, 2019 | 155                                 |
| Sunday, Jan. 20, 2019 | 320                                 |
| Sunday, Jan. 27, 2019 | 490                                 |
| Sunday, Feb. 3, 2019  | 620                                 |
| Sunday, Feb. 10, 2019 | 815                                 |
| Sunday, Feb. 17, 2019 | 1,115                               |
| Sunday, Feb. 24, 2019 | 1,560                               |

- **Midterms and Final Examination:** The two midterms and the final examination for this class are required, and are taken online. The first midterm is available from the beginning of the quarter, due 11:55 pm February 24, and available until 11:55 pm March 3 (with a 2% *per day* lateness penalty). The second midterm is available from the beginning of the quarter, due 11:55 pm March 24, and available until 11:55 pm Thursday, March 28 (with a 2% *per day* lateness penalty). The final examination consists of three parts. All three parts are available from 11:55 pm March 21, due 11:55 pm Thursday, March 28, and available only until 6:00 **am** Friday, March 29 (with a 2% lateness penalty). 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, March 1, 2019. **Late drops** (defined as any drop requested or attempted after Nov. 16, 2018) **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.

| <b>% of Points Earned</b> | <b>Letter Grade</b> |
|---------------------------|---------------------|
| 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 2019):***

**Wednesday, Jan. 9** – 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, Jan. 13** – The chapter 1 online assignments are due by 11:55 pm on this date.

**Sunday, Jan. 20** – The chapter 2 online assignments are due by 11:55 pm on this date.

**Sunday, Jan. 27** – The chapter 3 online assignments are due by 11:55 pm on this date.  
**Sunday, Feb. 3** – The chapter 4 online assignments are due by 11:55 pm on this date.  
**Sunday, Feb. 10** – The chapter 5 online assignments are due by 11:55 pm on this date.  
**Sunday, Feb. 17** – The chapter 6 and 7 online assignments are due by 11:55 pm on this date.  
**Sunday, Feb. 24** – First midterm (covers chapters 1-7), plus the chapter 8 online assignments are due by 11:55 pm on this date.  
**Friday, Mar. 1** – Last day to drop this course (will place in a W on your transcript)  
**Sunday, Mar. 3** – The chapter 9 online assignments are due by 11:55 pm on this date.  
**Sunday, Mar. 10** – The chapter 10 online assignments are due by 11:55 pm on this date.  
**Sunday, Mar. 17** – The chapter 13 and 14 online assignments are due by 11:55 pm on this date.  
**Sunday, Mar. 24** – The chapter 15 and 16 online assignments are due by 11:55 pm on this date. Also, the **second midterm** is due at 11:55 pm on this date.  
**Thursday, Mar. 28** – The final deadline for completing any SmartBook Lessons for all the chapters is reached at 11:55 pm on this date. Also, all three parts of the final exam are due at 11:55 pm on this date. The final exam will **cease to be available** for all students just six hours after it is due, at 6:00 **am** Friday, Mar. 29. Final exams completed between 11:55 pm Mar. 28 and 6:00 am Mar. 29 will suffer a 2% lateness penalty. No one will be permitted to work on the final exam past 6:00 am Friday, Mar. 29.

***Contacting the instructor:***

Office hours: Monday-Thursday 12:30-1:20 pm, or by appointment.

Office location: Building F4, room F41F

Telephone: (408) 864-8431

Email: [lillybyron@fhda.edu](mailto:lillybyron@fhda.edu)

Website: <http://www.deanza.edu/faculty/lillybyron/>