

Bus 10: Introduction to Business

Course Overview and Syllabus

Hybrid Format - Lecture & Online

Fall 2014 - 5 units

Michele Fritz

Section 01Y	Meets Mondays & Wednesdays from 9:30 to 11:20 AM in ADM 102. Students need to schedule one additional hour per week for team meetings and online work.
Sections 03Y & 3YH	Meet Tuesdays & Thursdays from 9:30 to 11:20 AM in ADM 102. Students need to schedule one additional hour per week for team meetings and online work.
Office Hour:	Mondays through Thursdays from 8:15-9:15 AM in F-51J in the F-5 building which is near the Forum. Fridays, by email.
Email Address:	fritzmichele at deanza.edu (Please note that Michele has one "L". Also, you may receive a reply from another email account, but this is the account that I check most frequently so please use it. There is no need to send me messages to multiple email addresses!)
Telephone:	(408) 864-8615 (Please use email for urgent messages.)
Faculty Web Site:	http://www.deanza.edu/faculty/fritz/ My web site contains assignments and course documents for students.

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:

1. 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).
2. Demonstrate a working vocabulary of business terms.

Required Materials:

- **Open Source Textbook:** Collins, K. (2009). *Exploring business* [ISBN 13: 978-0-9820430-0-4] (1st edition). You have two options to obtain it:
 - **Study Pass (*Recommended*):** The online textbook comes with a complete set of study aids, to help you succeed on exams. They include practice questions for each chapter, electronic flashcards for key terms, and audio summaries of each chapter. The set costs between \$24 and \$39 (depending on whether you use an e-reader). To get the online textbook and study aids, go to the [Flatworld Knowledge site](#).
 - **Bookstore:** The bookstore is also stocking used print copies. This does not come with the study aids (practice test questions), although you can always buy them for \$24 later in the course.
- **Mike's Bikes Simulation Game:** *Each student* needs to purchase a software license to use the online simulation game from the SmartSims web site. This license is \$30 for De Anza students.
- **Technology:** You will need a computer in order to access the [Catalyst](#) classroom site and to complete assignments. I advise you to have a current browser ([Firefox](#) is recommended for use with Catalyst) and to ensure that [Flash](#) and [Java](#) are installed on your computer (and enabled by your browser). You will also need a media player, such as the [Realplayer](#) or [Windows Media Player](#). Students who don't have a computer or the

right configuration may use the Library West Computer Lab. *Please note that no (student) technology is allowed during our on campus classes.*

Course Requirements:

- **Preliminary Reading:** Each week you will be assigned one to two chapters to read in the textbook. Assigned readings must be completed prior to class since graded group exercises and discussions will depend on your knowledge. To be successful in this course you must keep current on the reading assignments. If you miss a class, you should check our Catalyst site to prepare for the next class.
- **Homework/Participation:** In order to be successful on exams, you will need to practice using these business concepts on homework and team exercises. Many of the homework assignments will be found in our online Catalyst site. Sometimes we will do team exercises or case studies in class, and I will collect the team answers as homework. Only those who are present will receive credit for team homework. You should check Catalyst after every class to ensure that you submit homework assignments on time to earn full credit. ***Students who have completed 100% of the homework assignments on time before an exam will earn 2 points of extra credit on that exam.***
- **Attendance:** In order to be successful in business, you have to show up! This class is dependent upon team work and discussion. Each day you will need to be present at the start of class to receive credit for attendance. Attendance means that you are **on time** and will be able to stay in class for its duration. If you are absent or late, your teammates may find it difficult to do the exercises. Each student has a personal limit of 2 absences (without penalty). If you come to class after attendance is taken, you may come up after class to request 1/2 credit for attendance. Students that have more than 2 absences will be penalized according to the level of absenteeism and may be dropped from the class.
- **Mike's Bikes:** This class is offered in a hybrid format, and 20% of the class is online using a business simulation game. The game will allow you to practice making business decisions as a new manager in the bicycle manufacturing industry. As the game progresses, you will be promoted and gain responsibilities in the company. Many students have told me that this is the part of the course in which they learned the most. ***You will be meeting weekly with your teammates at a scheduled time to make decisions and compete against your classmates.*** We will be using many of the tools in the Catalyst system to facilitate our simulation.
 - **Final Peer Evaluation (10 points):** You should prepare for and attend meetings, and interact professionally because your teammates will allocate 10 points towards your grade at the end of the quarter. (In the past, I have found that meeting attendance plays a big part in the ratings that students give each other.) Please note that students who do not submit peer evaluations on time in Catalyst will not earn the points allocated to them by their peers. The instructor will also be checking the **simulation system logs** to ensure that each student is doing adequate preparatory work to contribute to their teams.
 - **Attendance:** If your teammates feel that you have missed an excessive number of meetings and are "freeloading," they have the right to dismiss you from the team. Teammates who are dismissed will be reassigned to work on the simulation alone, and will earn a zero (out of 10) on the peer evaluation portion of the grade.
 - **Shareholder Value (30 points):** You will be evaluated in terms of your team's ability to build shareholder value. Shareholder value grows when a firm performs profitably over many years. The teams will be sorted in order from highest shareholder value to lowest. Firms that are struggling are encouraged to meet with me in my office hours to get assistance. Teams have to improve shareholder value by the end the game as follows:
 - Firm with Highest Shareholder Value in each world: A grade + 4 points of extra credit, applicable to your grade for the course.
 - Non-winner Shareholder Value of \$50 or more: A grade + 3 points of extra credit
 - Non-winner Shareholder Value of \$40 or more: A grade + 2 points of extra credit
 - Non-winner Shareholder Value of \$30 or more: A grade + 1 point of extra credit
 - Non-winner Shareholder Value of \$20 or more: A grade range
 - Non-winner Shareholder Value of \$10-19.99: B grade range
 - Non-winner Shareholder Value of \$7-9.99: C grade range

- Non-winner Shareholder Value of \$2-6.99: D grade range
 - Non-winner Shareholder Value of \$1.99 or less: F grade range
- **Examinations:** There will be 4 exams to test your ability to apply the material you have learned. You will need to bring a Scantron form, Photo ID, and #2 pencil to the exams. All examinations are closed book, closed notes. (You may ask me questions, however.) On exam days, special seating will be used. Students will need to take out a photo ID and turn off cell phones. Electronic devices are not permitted. Students will need to complete and submit their exams prior to exiting the room. There will be no makeup opportunities for these exams, but the lowest exam grade will be dropped from your final score. If you are ill or absent on the day of an exam, then that will be the one which is dropped. The schedule is:
 - **Exam 1** covers assigned portions of Chapters 1 (partial), 5, 12, 9, Mike's Bikes, and assigned materials. **It is scheduled for week 4 of the quarter.** (See Catalyst for specific dates.)
 - **Exam 2** covers assigned portions of chapters 4, 6, 10, 11, & 13, and Mike's Bikes. **It is scheduled for week 8 of the quarter.**
 - **Exam 3** covers assigned parts of chapters 1(partial), 2, 7, 8 (partial), 15, and other materials. **It is scheduled for week 11 of the quarter.**
 - **Comprehensive Final Exam** covers chapter 3 and major concepts from throughout the course. The schedule is as follows during week 12:
 - **Section 01Y:** Final is scheduled on **Thursday, Dec 11th at 9:15AM, in ADM102.**
 - **Section 03Y/H:** Final is scheduled on **Tuesday, Dec 9th at 9:15AM, in ADM102.**

Academic Integrity:

Students who plagiarize, submit the work of others as their own, neglect to participate in their teams, or cheat on exams or assignments will receive a failing grade on that assignment and be reported to college authorities. Serious cases will receive a failing grade in the class as well. Ignorance is not an acceptable excuse in college. If you are uncertain what is acceptable behavior, refer to the Student Handbook on [Academic Integrity](#).

Lesson Plan:

<i>Date</i>	<i>Class Topic</i> (Please refer to Catalyst site for details.)
Week 1	Course Introduction; Entrepreneurship
Week 2	Accounting; Teamwork
Week 3	Marketing Strategy; Pricing & Promotion
Week 4	More on Marketing: Distribution & Branding; Exam 1
Week 5	Product Development; Operations Management
Week 6	Finance and Money
Week 7	Legal Forms of Ownership; Management
Week 8	Exam 2 ; Communications; Human Resource Management
Week 9	Motivation; Social Responsibility
Week 10	Technology; Economics
Week 11	Exam 3 ; Global Business
Week 12	Final Exam

Grading:

Assignment Weights (Excluding Extra Credit)

<i>Course Requirement</i>	<i>Point Value</i>	<i>Percentage</i>
4 Exams (lowest one dropped)	120 Points	60%
Homework & Participation	40 Points	20%
Mike's Bikes & Peer Reviews	40 Points	20%

Total Available	200 Points	100%
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Grade Scale

<i>If Your Total Points Are</i>	<i>Resulting Grade</i>
195 or above	A+
185 - 194	A
179 - 184	A-
175 - 177	B+
165 - 174	B
159 - 164	B-
155 - 158	C+
139 - 154	C (C- grade does not exist)
135 - 138	D+
125 - 134	D
119 - 124	D-
<119	F

Honors Section (3YH):

An Honors cohort is being offered in this section. Eligibility requirements can be found at www.deanza.edu/honors. The cohort requires a written project about the business simulation in order to earn an Honors designation for this class on your transcript. Details about the honors project are posted in Catalyst. You must commit to participating in the Honors cohort by the end of the first week of the quarter by dropping the current section of this course and adding the Honors section. To obtain the add code, you must provide your name and student ID on a form which is considered a written contract with your instructor. Once you commit to the Honors section, you will be expected to complete the honors project at an A or B quality level. Failure to complete the Honors work at this level will result in a lowering of grade by one full letter grade.

Disruptive Behavior:

All students are expected to demonstrate professional behavior in the classroom. **This means that sleeping, doing homework from another class, or use of electronics (cell phone, tablet, laptop, etc.) are prohibited during class time.** (You may check electronics during the break.) Students are expected to listen respectfully to the comments made by their peers and raise their hands to be called upon.

Dropping the Class:

Students who need to withdraw or drop are responsible for submitting their own transaction in the portal. Students who remain registered in the class will receive the grade earned.