

Introduction to Business Course Syllabus

Bus 10 Sections 61Z, 67Z

6 Week Accelerated Online Format - Summer 2024

5 units - Michele Fritz

Contact	Details
Assignments due:	Each day during the first week , after that due on Tuesdays and Thursdays by 11:59pm PST. Exams are due on the weekends .
Email Address:	Please email me using the Canvas Inbox. This is the email I check most frequently. Before or after the quarter, use fritzmichele at fhda.edu (Please note that Michele has one "L".) You can expect a response within 24 hours, except for the weekend, when I do not check email. On the weekend you can expect a response on the next business day.
Telephone:	(408) 864-8615 (Use email for urgent messages as I almost never check voicemail.)
Faculty Web Site:	http://www.deanza.edu/faculty/fritzmichele/ My web site contains resources for students.

Course Objectives:

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 in industry. Throughout the course students will have the opportunity to learn more about different functional areas and industries to start career planning.

Student Learning Outcome Statements (SLO):

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

Required Materials:

- **Required E-book with Connect:** *Understanding Business: The Core* 3rd edition by Nickels, McHugh & McHugh, published by McGraw-Hill, 2023 [ISBN 9781266289019]. If you get a used book, you will still need to buy the **code** to access **Connect** for assignments. You can buy access at the **De Anza bookstore**, or online in our **Canvas** classroom for \$50.
- **Technology:** You will need the following technology to complete the course in Canvas:
 - You will need a **computer (not an iPad)** and **high speed access** to the Internet to access case study assignments and exams. Canvas has a student app available, which you can use on your phone for basic functions. [Technology loans](#) are also available for students who don't have a computer.

- You will need the [Acrobat Reader](#) or some other PDF viewing application.
- You will need a **personal email address** in order to receive important course announcements. Before the course starts, you should receive an email welcome message from the instructor. If that does not occur, you may need to add your instructor's email address to your email contacts to "whitelist" her. You can also set up notifications in Canvas to get text messages, if you prefer.

Course Requirements:

- **Summer courses** run for 6 weeks in an **accelerated** format! We normally take 12 weeks to cover the material in this 5-unit class. Since the class transfers to the UCs and CSUs, there is mandated content that can't be reduced. In order to be successful, you have to commit to spending **twice** the amount of time that you would in a 5-unit class at De Anza. Students are strongly advised to log into Canvas **daily**.
- **Reading & Multimedia Materials:** Each week you will be assigned **two to four** chapters to read, which will be key to performing well in homework assignments. There will also be videos to watch to help you understand the reading. The posted lecture slides are a helpful starting point for you to take notes.
- **Homework:** In order to be successful on exams, you will need to practice using these business concepts in homework. Homework assignments will be based on the **Smartbook**, and are **repeatable**. It involves a reading assignment and related questions for you to answer. You should log into Canvas several times per week to ensure that you submit homework to earn credit.
- **Mini-Sims:** Periodically we will have a simulation assignment which will allow you to apply what you have learned from the module. These give you an opportunity to use your new knowledge in a realistic situation. **Mini-sims are not repeatable** and late submissions will be penalized 10%.
- **Examinations:** There will be 2 **open notes** exams to test your ability to apply the material you have learned. You will need use **Connect** to take exams in a secure environment on a computer. (You cannot use an Ipad or phone.) Step by step instructions are available when you begin each exam. Students who miss an exam due date will be penalized 10% to take the exam late. The schedule is:
 - **Midterm** covers all assigned materials from Modules 1 to 3. **It is scheduled for the weekend of week 3 of the course.** (See Canvas for specific dates.)
 - **Final Exam** covers all assigned materials from modules 4 through 6. **It is scheduled for Friday of week 6 of the course.**

Dropping the Class:

Students who miss **any** assignments in the first week will be dropped per the college policy. The instructor reserves the right to drop students who have stopped attending (2 or more incomplete assignments). Those who need to withdraw are responsible for submitting their own transaction in the portal. Students who remain registered in the class will receive the grade earned. Please note, **refunds** on the McGraw-Hill Text with Connect are available for 14 days from the start of the quarter at: <https://mh.my.site.com/CSOM/s/website-product-return>. If you buy from the Campus bookstore, you will need to request a refund from them directly.

Academic Integrity:

Students who plagiarize, submit the work of others as their own, use Artificial Intelligence to cheat on exams will (at a minimum) receive a failing grade on that assignment and be reported to college authorities. Ignorance is not an acceptable excuse in a college classroom. If you are uncertain what behavior is acceptable, refer to the De Anza web site on [Academic Integrity](#).

Artificial Intelligence Policy: For this course, the use of generative artificial intelligence applications, such as ChatGPT, Bard, Jasper, Sudowrite, and Claude, is strictly prohibited.

Lesson Plan:

Date	Topics	Class Focus (Please see Canvas modules for specific reading assignments)
Week 1	The Global Business Environment	Chapters 1-3
Week 2	Marketing & Product Development	Chapters 11-12
Week 3	Starting A Business	Chapters 4-5 & Bonus A; Midterm Exam
Week 4	Management & Human Resources	Chapters 6-7 & 9-10
Week 5	Accounting & Operations	Chapters 14, 8, & Ratio Reference
Week 6	Finance, Risk, & IT	Chapters 15, 13, & Bonus B; Final Exam

Grading:

Grades will be entered in Canvas shortly after the due date.

Grade Scale

<i>If Your Canvas Grade is</i>	<i>Resulting Grade</i>
97.5% and up	A+
92.5% but < 97.5%	A
89.5% but < 92.5%	A-
87.5% but < 89.5%	B+
82.5% but < 87.5%	B
79.5% but < 82.5%	B-
77.5% but < 79.5%	C+
69.5% but < 77.5%	C (C- grade does not exist)
67.5% but < 69.5%	D+
62.5% but < 67.5%	D
59.5% but < 62.5%	D-
< 59.5%	F

Support:

<i>Type of Support</i>	<i>How to Obtain It</i>
Help with Concepts	Email me or drop in to my zoom office hours.
Canvas Technical Support	Click the ? icon in the left hand column of your screen in Canvas. There is technical support available from 5:00 PM to 8:00 am PST, seven days per week. Call 1-844-592-2207.

<i>Type of Support</i>	<i>How to Obtain It</i>
Connect Technical Support	If you are having trouble with the McGraw Hill e-book or Connect , look here: https://www.mheducation.com/highered/support/student/connect/where-to-go-for-help.html
Disabled Students	All of the required video materials in this multimedia course have close captioning. If you need a different type of accommodation, please let your instructor know at the start of the quarter. If you are registered with DSS and have accommodations set by a DSS counselor, please be sure that your instructor has received your accommodation letter from Clockwork early in the quarter to plan how the accommodations will be applied in the course.