

Introduction to Selling: BUSD087.62Z  
Fall 2014  
DeAnza College

**Instructor:** Emanuele (Manny) Cappello

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**Office Hours:** MW 11:30am - 12:20pm & TTH 2:00pm – 2:50pm; Location: F51M

**Required Texts:**

*The Power of Selling* by Kimberly K. Richmond

This book is available online for **free** at:

<http://www.saylor.org/books/>

The texts are listed alphabetically. Choose from PDF or DOCx downloads.

OR

You may order a hardcopy printed version of the text at:

<https://students.flatworldknowledge.com/course/1591469>

**Course Description:**

This course applies business and behavioral sciences in a culturally diverse selling environment. We will cover a variety of topics in relationship strategy, buyer behavior, effective communication, prospecting and qualifying customers, presentation strategy, handling objections, and formulating a value proposition. Students will learn about factors that influence buyer's behavior and what drives the ultimate buying decision.

**Student Learning Objectives (SLOs):**

1. To communicate not only details but benefits of an idea, product or service.
2. To negotiate in a way that allows resolution of disagreements based on mutual interests, not win-lose positions.
3. Be able to explain how business-to-business sales transactions are constructed and executed.

**Requisites:**

Advisory: English Writing 211 and Reading 211 (or Language Arts 211), or English as a Second Language 272 and 273; Mathematics 210 or equivalent.

**Participation:** Students have an opportunity to earn 50 points for participation in the class discussions forum. Students will be given points for their quality of posts in terms of contribution to the overall discussion and learning process. They may ask questions, start new topics, answer questions, suggest or mention pertinent material (such as news articles, blogs, websites, photos,

videos, and/or books). Students will be graded on the quality of posts and regular engagement in discussions...not simply volume of posts that are irrelevant or frivolous. Discussion posts must be submitted during the week they are assigned. If you miss a week, move onto the next. Posts submitted after the week is over will not be accepted.

**Quizzes:** There will be six equally weighted quizzes. Each one will cover material in the assigned reading as well as topics covered in the Powerpoint slides. These quizzes may include, but are not limited to, multiple choice, matching, True/False, short and medium answer questions. The quiz will be available to the students starting on Monday morning and must be completed by 11 PM Friday. YOU MUST COMPLETE THE QUIZZES BY 11 PM FRIDAY OF THE WEEK THEY ARE ASSIGNED. The quizzes may only be taken once. There will be no opportunities to retake an exam or take one after its due date. However, you will be allowed to drop your lowest score on a quiz. If you miss a quiz, you have an opportunity to drop it from your grade.

**Assignments:** Students are expected to read all chapters from the assigned text prior to viewing the Powerpoint slides or completing assignments. There will be 15 assignments due throughout the course. Each assignment is worth 10 points. They must be submitted by the due date and time (Friday 11PM). There will be no assignments accepted after the due date and time.

**Final Exam:** The final exam will be the same format as the quizzes but will be comprehensive. All chapters (1 thru 15) will be covered in the final exam. The final exam will be available to students starting on Wednesday morning (December 10th) and must be completed by Wednesday 11 PM (December 10th). YOU MUST COMPLETE THE FINAL EXAM BY 11 PM Wednesday. The final exam may only be taken once.

**Grading:**

**Discussion/Participation: 50 pts.**  
**Quizzes: 500 pts. (100 pts. each)**  
**Assignments: 150 pts.**  
**Final Exam: 300 pts.**

**Points associated with letter grades**

Points	Grade	Points	Grade
970-1000	A+	760-799	C+
930-969	A	730-759	C
900-929	A-	700-729	C-
860-899	B+	660-699	D+
830-859	B	630-659	D
800-829	B-	600-629	D-
		0-599	F

**Classroom Policies:**

**Make-up Quizzes and Extensions:** There will be no make-ups for quizzes or final exam. There will be no extensions for assignments.

**First Week of Attendance:** Students must be logged in and active with the reading, assignments, forums and Powerpoint slides during the first day of the course. If a student neglects to sign in and engage in the course during the first day of the course and does not contact the instructor they may be dropped.

**Academic Honesty:** Communication of any kind during quizzes or exams between students or others is not allowed and is considered cheating. This includes any verbal, written or other communication. If a student uses any kind of notes, written or other during a quiz when permission is not strictly granted ahead of time, the student will be considered cheating. All quizzes and exams are to be the work of the individual student only. If a student is observed cheating on a quiz, they will receive a grade of zero on that assignment and be reported to DeAnza Administration. If a student is caught cheating on the final exam, they will automatically receive a grade of F for the course.

**Need help?** Meet with tutors and attend workshops in the Student Success Center: <http://www.deanza.edu/studentssuccess>.

**New this quarter**...free online tutoring available to all De Anza students! Just login to [MyPortal](#), go to the Students tab, and find the Smarthinking link. You can work with a tutor live (hours vary by subject) or post a question or piece of writing for a response. For more information, go to <http://deanza.edu/studentssuccess/onlinetutoring.html>