

**DE ANZA COLLEGE**  
**BUSINESS/COMPUTER SYSTEMS DIVISION**  
**BUSINESS 10 - INTRODUCTION TO BUSINESS**  
**WINTER 2016 – SECTION 2**  
**INSTRUCTOR: BYRON LILLY**

**Course Objectives:** To introduce the student to basic business terminology, operations, and principles, including an introduction to the functions performed both by and within modern business establishments. Topics include management, accounting, economics, marketing, international business, starting and running a small business, and business ethics.

***Required Materials:***

- **Textbook:** Understanding Business, 9<sup>th</sup> edition Nickels, McHugh & McHugh Irwin / McGraw-Hill. (ISBN 978-0-07-351170-2).
- **Alternate textbook:** Understanding Business, Paperback International Edition Nickels, McHugh & McHugh (ISBN 978-0-07-131410-7)
- **Test supplies:** Two 8 ½” x 11” *ParSCORE Score Sheets* (for the in-class exams) and a #2 (soft lead) pencil. ParSCORE score sheets are available for sale at the De Anza College bookstore.

***Course Requirements:***

- **Attendance:** Class meets twice a week, and attendance is required. Attendance will be called every day at the beginning of class. If you are late to class, come see me either at the ten minute break (midway point) or at the end of class and let me know that you are there. I will ask you what time you arrived. If you have to leave class **early**, please send me an email telling me what time you left the classroom. If you will not be attending a class, or miss a class, *you must* send me an email with the reason for your absence – otherwise you run the risk of being dropped from the class.

**There are four ways to get dropped from this class.** Three of the four are based on attendance. Please read these very carefully and make sure you remain in compliance with them, because if I drop you after the start of the third week, *you will not be able to add back this quarter!*

1. If you miss three classes or more before the end of the third week (Friday, January 22, 2016), I will drop you.
  2. If I mark you absent 2 or more class periods *in a row* prior to February 26 *and* have not received an email, voicemail, or in-person explanation from you regarding these absences, I will drop you.
  3. Beginning at the start of the 4<sup>th</sup> week (January 25) and ending February 26, if your attendance falls below 70% *and* your current grade in the class is a D+ (69%) or lower, I will drop you.
  4. And finally, if you miss the midterm and do not *contact me within two days* to schedule a late midterm, or if you do not *show up for your late midterm appointment*, I will drop you.
- **Reading assignments:** Completion of the reading assignments is essential for successful performance on the examinations.
  - **Access to the Internet:** Access to the Internet is required for this class, because the online quizzes are required. You can use your own home computer for Internet access; or, if you prefer, you can use the computers in the Library West Computer Lab. The Library West Computer Lab is located

downstairs in (the basement of) the Learning Center West (LCW) building.

- **Online quizzes:** The online quizzes are due weekly, and are required. They are open book, open note, but you are **strictly forbidden** to take them in groups, assist other students in taking them, or solicit the assistance of other students in taking them. If you do any of these three things, you have **cheated**. Please see the **Academic Integrity Policy** section of this document for information about the possible consequences of cheating in this class. Please carefully review the daily lesson plan at the end of this green sheet for the online quiz due dates, because they cannot be taken late. If you miss a set of online quizzes, you can earn back up to 90% of the points you missed by signing up for a special tool called LearnSmart. It will cost you \$35 to sign up for LearnSmart for the quarter. The online quizzes are located in De Anza's **Catalyst** system. There is no cost to access the materials in this system, but you must be currently registered in the course on MyPortal in order to have access.
- **Examinations:** There will be **two** required **in-class exams**. Neither will be dropped. Both exams are **closed-book, closed-note**. If you know you will be absent on the day of an exam, please make arrangements with me to take the exam *early, before* the rest of the class. That way, you will not be assessed a lateness penalty. You will be assessed a *lateness penalty* for *any* exams you take *after* the rest of the class *for any reason*. Lateness penalties are assessed at a rate of 5 percentage points per full or partial week later than the rest of the class that you take an exam. If you miss an exam, please contact me as soon as possible to schedule a makeup exam, and in no event more than two days after the scheduled exam date. Note that the time slots available for makeup exams are limited. I expect all students who miss the Midterm to **contact me within two days** of missing it and to treat their makeup exam appointment like they would a **job interview**. In other words, I expect you to make a **supreme effort** to remember your appointment and be on time for your appointment, and to notify me on a timely basis if you will not be keeping your appointment.
- **Small Group Exercises:** We will be doing small group exercises at each class meeting for approximately the first four weeks of the quarter. These can be done individually or in groups of at most two students, but they cannot be done later than the day we do them in class. They can only be completed in class on the day they are scheduled. If you miss a small group exercise, you can makeup the points you missed by doing **makeup homework**. See the **makeup homework** section of this document for details.

### ***Exam Re-takes:***

- A student who receives a D+ or below on the Midterm (69% or below) can re-take that exam. Exam re-takes are taken in the hallway of my office building, by appointment. A student who completes an exam re-take will receive *the higher of* their original score or their re-take score times 0.95.

### ***Extra Credit Points: The Prologue Lecture Quiz***

The first weekend of the quarter (the weekend of January 9<sup>th</sup> and 10<sup>th</sup>) each student will have an opportunity to earn up to 9 extra credit points by completing the Prologue Lecture quiz. To do well on this quiz, you will have to watch the Prologue Lecture, a streaming "PowerPoint slides with voice-over" lecture, the link to which can be found just above the link to the Prologue Lecture quiz. Click the play button. Make sure your speakers are turned on. Take notes while watching the lecture.

### ***Makeup points for missed Catalyst Quizzes: LearnSmart***

LearnSmart is a “smart” testing system (one that “learns” which elements of the material you have mastered and which you have not, and adjusts the questions it asks you accordingly) developed and maintained by the authors of your textbook. It will cost you \$35 to sign up for LearnSmart. LearnSmart is the only way to make up for “forgetting to take” a chapter’s-worth of quizzes in Catalyst, because **no one** will be permitted to take a Catalyst quiz later than the published due date **for any reason**. If you complete the “chapter 1 module” or “deck” in LearnSmart, you will earn 90% of the points possible on the chapter 1 Catalyst quizzes. This will replace your actual score on the chapter 1 Catalyst quizzes if and only if it is higher than your actual score on the Catalyst quizzes. The same is true for each of the other assigned chapters in the class.

### ***Makeup points for Missed Small Group Exercises: Makeup Homework***

Makeup homework is the only way to make up for points missed on the small group exercises. The makeup homework assignments can be found at the bottom of our course website in Catalyst. The only acceptable procedure is to print them out, fill them in by hand, and turn them in to me in person. (You can also slide them under my office door if I’m not there.) Makeup homework assignments must be completed in the student’s original handwriting. Typewritten, emailed, or photocopied makeup homework assignments will not be accepted or graded. Only makeup homework assignments I receive by noon Friday, March 18 will be graded or earn credit.

### ***Some of the Other Resources Available to Help You Succeed in This Class:***

- There are 15 copies of the textbook on reserve at the De Anza Library. Twelve of them are available to be checked out for a week at a time and the last 3 can only be checked out for two hours at a time with no overnight checkout. The temporary location for our library is the second floor of the Learning Center West (LCW) building.
- Students who believe they might have a learning disability are encouraged to make arrangements with the Disabled Student Services department at (408) 864-8753 for extra time on exams. Note that you **must** contact them within the **first two weeks of classes** or they will generally not accommodate your request to be assessed for learning disabilities. If you have already been assessed by them in a previous quarter, then I believe you can contact them later in the quarter and receive services.

### ***Grading Policy:***

Each student's course grade will be calculated as a **weighted average** of 3 grade **components**. The weights for each component are shown below.

<b><i>Component</i></b>	<b><i>Tentative Weights</i></b>
Online quizzes/In-class Small Group Exercises	30%
Midterm	38%

Final	32%
<b>Total</b>	<b>100%</b>

Letter grades will be assigned to students based on their total course grade, which is calculated as a weighted average of the three grade components.

<b>Weighted average course grade</b>	<b>Letter grade</b>
99% or above	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-
Below 55%	F

### ***Academic Integrity Policy:***

Students who cheat on an exam or Catalyst quiz, or help another person cheat on an exam or Catalyst quiz will immediately receive a **failing grade** on any and all assignments the instructor has reason to believe they likely cheated on, and their names will be reported to the **Dean of Student Affairs** of De Anza College for possible further disciplinary action, up to and including suspension of the student from the College and forfeiture of any academic credits earned by the student at this institution.

### ***Last Date to Drop is Strictly Enforced:***

If you do not want to continue in the class, be sure to use the MyPortal system to drop the class by February 26, otherwise *you will be stuck in the class. State law forbids me from dropping you after February 26 for any reason.* Your only option after that date is to request an incomplete grade. But you will only *qualify* for an **incomplete grade** if *you can prove an unforeseen, unavoidable circumstance* that makes it **impossible** for you to finish the class, such as being called up for active duty by the National Guard, or being hospitalized. Less dire circumstances generally do not qualify for an incomplete.

### ***Useful Websites:***

1. General website for this course: <http://www.deanza.edu/faculty/lillybyron/b10oncampus.html>
2. De Anza's Catalyst system, where you will take the required weekly online quizzes, can be found at: <https://catalyst.deanza.edu>. For information on how to log in to the Catalyst system for the first time, see <http://www.deanza.edu/distance/firsttimehome.html>.
3. (Optional) You will find some useful (although entirely optional) online quizzes at the website that goes with the **ninth edition** of your textbook: [http://highered.mcgraw-hill.com/sites/0073511706/student\\_view0/index.html](http://highered.mcgraw-hill.com/sites/0073511706/student_view0/index.html).

**Important dates to remember:** (All dates are in 2016.)

**Monday, January 4** – First day you can begin work on the course material in Catalyst. Also, the first class meeting begins at 10AM on this day in classroom Forum 3.

**Sunday, January 10** – The optional Prologue Lecture quiz (through which you can earn up to 9 points of extra credit), and all 10 of the required chapter 1 quizzes are due by 11:55PM. *Quizzes cannot be taken late.* Ninety-percent of missed points can be made up through LearnSmart.

**Saturday, January 16** – In theory, the last day you can use your add code to add this class; *but you shouldn't wait that long, because you will not have access to any of the course material in Catalyst until after you add the class in MyPortal!*

**Sunday, January 17** – The eight required chapter 2 quizzes are due by 11:55PM on this date. Also, this is the last day to drop for a full refund.

**Monday, January 18** –**No class meeting (Martin Luther King Jr's Birthday).** Also, the last day to drop with no grade of record.

**Friday, January 29** – Last day to request a Pass/No Pass grade from the Admissions and Records department

**Wednesday, February 10** – **Midterm Exam: Chapters 1 through 7 and the associated lectures**

**Monday, February 15** –**No class meeting (Washington's Birthday)**

**Friday, February 26** – **Last day to drop with a "W"** (This is a **very important due date.** This is your last possible opportunity to drop the class. Requests to drop after this date will not be successful, regardless of the reason for the request.)

**Wednesday, March 23** – **9:15-11:15AM Final Exam: Chapters 8, 9, 10, 13, 14, and 15 and the associated lectures**

**Contacting the instructor:**

Office hours: M-Th 12:30-1:30PM. Other times by appointment.

Office location: Room F41F, Building F4

Telephone: (408) 864-8431

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

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

**Business 10 - Winter 2016**

**Daily Lesson Plan**

Yellow = In-Class Exams
Green = Catalyst Quizzes
Orange = Catalyst Quizzes on a weird day

Date	Reading Assignment/Day of Week	What's going on that day/What's due
1/4/2016	The Green sheet + the first 7 pages of chapter 1	
1/6/2016	The rest of chapter 1	
<b>1/10/2016</b>	<b>First Sunday (by 11:55PM)</b>	<b>Last chance to take the chapter 1 Catalyst quizzes (10 quizzes)</b> Note: The Prologue Lecture quiz is optional extra credit; but if you're going to do it, you have to do it by this day also.
1/11/2016	First half of chapter 2	
1/13/2016	Remainder of chapter 2	
<b>1/17/2016</b>	<b>Second Sunday</b>	<b>Last chance to take the chapter 2 Catalyst quizzes</b>
<b>1/18/2016</b>	<b>no class meeting</b>	<b>Martin Luther King Jr's Birthday (Holiday - school closed)</b>
1/20/2016	First half of chapter 3	
1/24/2016	Third Sunday	no quizzes due

1/25/2016	The rest of chapter 3, plus all of chapter 4	
1/27/2016	All of chapter 5	
<b>1/31/2016</b>	<b>Fourth Sunday</b>	<b>Last chance to take the chapter 3 and 4 Catalyst quizzes</b>
2/1/2016	First half of chapter 6	
2/3/2016	The rest of chapter 6, plus the first half of chapter 7	
<b>2/7/2016</b>	<b>Fifth Sunday</b>	<b>Last chance to take the chapter 6 Catalyst quizzes</b>
<b>2/8/2016</b>	<b>The rest of chapter 7</b>	<b>Midterm Review/(Monday) Last chance to take the chapter 7 Catalyst quizzes</b>
<b>2/10/2016</b>	<b>Sixth Wednesday</b>	<b>Midterm Examination: chapters 1-7 and assoc. lectures</b>
2/14/2016	<i>Sixth Sunday</i>	<i>no quizzes due</i>
<b>2/15/2016</b>	<b>no class meeting</b>	<b>Washington's Birthday (Holiday - school closed)</b>
2/17/2016	First half of chapter 8	
2/21/2016	<i>Seventh Sunday</i>	<i>no quizzes due</i>
2/22/2016	The rest of chapter 8 plus all of chapter 9	
2/24/2016	All of chapter 10	
<b>2/28/2016</b>	<b>Eighth Sunday</b>	<b>Last chance to take the chapter 8 and 9 Catalyst quizzes</b>
2/29/2016	All of chapter 13	
3/2/2016	Catch-up day	
<b>3/6/2016</b>	<b>Ninth Sunday</b>	<b>Last chance to take the chapter 10 and 13 Catalyst quizzes</b>
3/7/2016	First half of chapter 14	
3/9/2016	Remainder of chapter 14	
<b>3/13/2016</b>	<b>Tenth Sunday</b>	<b>Last chance to take chapter 14 Catalyst quizzes</b>
3/14/2016	First half of chapter 15	
3/16/2016	Remainder of chapter 15	
<b>3/20/2016</b>	<b>Eleventh Sunday</b>	<b>Last chance to take chapter 15 Catalyst quizzes</b>
<b>3/23/2016</b>	<b>Twelfth Wednesday</b>	<b>9:15AM-11:15AM Final Exam (chapters 8-10 + 13-15 + the associated lectures)</b>