

Introduction to Business Course Syllabus

Bus 10 Section 65Z

12 Week Online Format - Spring 2024

5 units - Michele Fritz

| Contact | Details |
|------------------------------------|--|
| Assignments due: | On or before Tuesdays and Thursdays at 11:59pm PST. |
| Prof. Fritz's Office Hours: | Mondays 1:00-3:00 pm on Zoom; Tuesdays & Thursdays 9:00-10:00 am on Zoom; (Enter the waiting room at the scheduled time using this link: https://fhda-edu.zoom.us/my/mfritz .) |
| 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 Opensource E-book:** [Introduction to Business](#) by Openstax, 2018 [Digital ISBN: 978-1-947172-55-5]. Be happy! We are using a **free textbook** with supplementary articles and videos for this course. Log into **Canvas** and click on the textbook link to get a free account.
- **Technology:** You will need the following technology to complete the course in Canvas:
 - You will need a **computer** and **high speed access** to the Internet to access Canvas. . [Technology loans](#) are also available for students.
 - 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.

Course Requirements:

- **Reading & Multimedia Materials:** Each week you will be assigned one to two chapters to read in the module 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 very helpful starting point for you to take notes in class.
- **Discussions:** We will have a few discussions to exchange ideas about the course and to get to know each other.
- **Homework:** In order to be successful on exams, you will need to practice using these business concepts in homework. Homework assignments will be linked into the weekly modules in Canvas and allow 3 attempts. You should check Canvas several times per week to ensure that you submit homework assignments on time to earn credit. **Each homework assignment has a grace period for late work. If you want to submit late work and the assignment is still open in Canvas, please just do it.**
- **Case Studies:** Periodically we will have a case study 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 real world or realistic situation. **Case studies 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. Read the instructions carefully to follow exam rules. Academic integrity violations will be reported to the college authorities to note on your academic record. Students who miss an exam due date will be penalized 10% to take the exam late. The schedule is:
 - **Midterm** covers assigned materials from Modules 1 to 5. **It is scheduled for week 6 of the course.** (See Canvas for specific dates.)
 - **Final Exam** covers assigned materials from modules 6 through 11. **It is scheduled for Tuesday of week 12 of the course.**

Dropping the Class:

Students who miss **any** assignments or classes in the first two weeks 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

Academic Integrity:

Students who plagiarize, submit the work of others as their own, use Artificial Intelligence to write assignments, or 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 | Course Introduction; Economics | Chapters 1 &15 |
| Week 2 | Starting a Business | Chapters 5 & 4 |
| Week 3 | Ethics and Intro to Marketing | Chapters 2 & 11 |
| Week 4 | Marketing Mix in Depth | Chapters 11 &12 |
| Week 5 | Product Development & Globalization | Chapters 11 & 3; |
| Week 6 | Human Resources | Midterm Exam ; Chapter 8 |
| Week 7 | Management | Chapters 6,7 & 9 |
| Week 8 | Accounting | Chapter 14 |
| Week 9 | Operations | Chapter 10 |
| Week 10 | Finance & Administration | Chapter 16 & Appendix |
| Week 11 | Information Technology | Chapter 13 |
| Week 12 | Final Exam Week | 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:

| Type of Support | How to Obtain It |
|-----------------------------------|--|
| 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. |
| Openstax Technical Support | If you are having trouble with the Openstax e-book, look here: https://openstax.secure.force.com/help |
| 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. |