

Introduction to Business Course Syllabus

Bus 10 Section 65Z

12 Week Online Format - Fall 2024

5 units - Michele Fritz

Contact	Details
Assignments due:	Daily during the first week. After the first week, on or before Tuesdays and Thursdays at 11:59pm PST.
Prof. Fritz's Office Hours:	Mondays 1:00-3:00 pm on Zoom (Enter the waiting room using this link: https://fhda.edu.zoom.us/my/mfritz .) Tuesdays & Thursdays 9:45-10:45 am on campus in F-51J.
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 Connect E-book:** Nickels, McHugh & McHugh, ***Understanding Business: The Core***, 3rd edition, McGraw-Hill, 2024. Students can purchase this Connect package in our Canvas course for a low negotiated price (~\$50). You get access immediately. I do not recommend the [Bookstore](#) because it will cost more and they are slow to fulfill orders. If you get the book elsewhere, you still have to purchase **Connect** which costs more than our package. Please note that the complimentary access to the text will only last a few days. If you drop the course after purchasing the package, you can request a refund from McGraw Hill for 2 weeks using [this page](#).

- **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 some assignments and exams. A phone or Ipad is not enough. Help with [Technology](#) is available for students.
 - You must have a current version of one of the following browsers to take exams: **Chrome, Edge, Opera** or **Brave**.
 - 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 (fritzmichele@fhda.edu) to your email contacts to "whitelist" her.

Course Requirements:

- **Smartbook:** Each week you will be assigned one to two chapters to read and answer associated questions. If you get some questions incorrect, the Smartbook will direct you back to appropriate portions of the textbook. You will need to complete the assignment by the due date to earn full credit. There will also be videos to watch to help you understand the reading.
- **Discussions:** We will have an introductory discussion to exchange ideas about the course and to get to know each other. There is also a Student Cafe discussion where you can communicate with classmates.
- **Mini-Simulations:** This course uses mini-simulations that require you to interact with animated video characters in a business scenario. These will help you apply what you have learned and to practice business skills.
- **Examinations:** There will be exams to test your ability to apply the material you have learned from the text and Canvas modules. These exams will be monitored online. 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% per day to take the exam late. The schedule is:
 - **Midterm** covers assigned materials from Modules 1 to 6. **It is scheduled for week 6.** (See Canvas for specific dates.)
 - **Final Exam** covers assigned materials from modules 7 through 11. **It is scheduled for Tuesday of week 12.**

Dropping the Class:

Students who miss **any** assignments 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	The Global Business Environment	Chapters 1 & 2
Week 2	Ethics & Monetary Policy	Chapters 3 & 16
Week 3	Intro to Marketing & Product Development	Chapter 11
Week 4	Marketing Mix in Depth	Chapter 12
Week 5	Business Law	Chapters 4 & Bonus A
Week 6	Entrepreneurship	Chapter 5; Midterm Exam
Week 7	Management	Chapters 6 & 7
Week 8	Human Resource Management	Chapters 9 & 10
Week 9	Accounting	Chapter 14
Week 10	Operations Management & Information Technology	Chapters 8 & 13
Week 11	Finance & Risk	Chapters 15 & Bonus B
Week 12	Final Exam Week	Final Exam

Tips for Success:

Here are some ways that you can boost your performance in this class. Please take advantage of them!

- Read the textbook. Watch videos posted in the module to understand complex concepts. Most students benefit from taking **handwritten** notes on the text and videos. (Typing notes does not help your brain to process and remember information.)
- Use the **Recharge** feature in the Smartbook to reinforce information from prior modules.
- Schedule your work to complete tasks on time or early. **Late assignments are penalized**, and the penalties grow the longer you wait.
- Use the **Extra Practice** weekly throughout the quarter to review and prepare for case studies and exams by **testing yourself**.
- Email the instructor when you don't understand something, or drop by Zoom office hours.

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

<i>If Your Canvas Grade is</i>	<i>Resulting Grade</i>
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 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.
Connect Technical Support	Please call: 800-331-5094 or send an email by visiting this website: https://mh.my.site.com/CXG/s/ContactUsWebForm
Disabled Students	<p>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.</p> <p>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.</p>