

DE ANZA COLLEGE
BUSINESS/COMPUTER SYSTEMS DIVISION
BUSINESS 10 - INTRODUCTION TO BUSINESS
FALL 2014 – 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, 9th 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:** Four 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. All 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 I mark you absent 2 or more class periods in a row prior to Nov. 14 and have not received an email from you explaining either of these absences, I will drop you.
 2. If you miss three classes or more before the end of the third week (Oct. 12, 2014), I will drop you.
 3. Beginning at the start of the 4th week (Oct. 13, 2014) and ending Nov. 14, if your attendance falls below 70% *and* your current grade in the class is a D+ or lower, I will drop you.
 4. And finally, if at any time you owe me two exams, I will drop you; so if you miss an in-class exam, you must make it up in my office before the next exam occurs to avoid being dropped.
- **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. The online quizzes

will count for 20% of your course grade. 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.

- **Homework:** Homework consists of **reading assignments** plus **online quizzes**. Online quizzes are required. These quizzes are open book, open note, but you are **strictly forbidden** to take the quizzes in groups, assist other students in taking the quizzes, or solicit the assistance of other students in taking the quizzes. You must take the quizzes **entirely on your own**. Please carefully review the daily lesson plan at the end of this green sheet for the online quiz due dates. There are *no makeups* for the online quizzes. If you do not take a quiz by the due date *for any reason*, that quiz will be *excluded* from the calculation of your quiz grade, but *your course grade will be lowered by one-eighth (1/8th) of one percentage point for each quiz you miss*. The most the online quizzes can lower your course grade is four percentage points. The most they can raise it is three percentage points. The online quizzes are located in De Anza's **Catalyst** system. There is no cost to access the materials in this system.
- **Examinations:** There will be **four** required **in-class exams**. None will be dropped. All 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 ASAP to schedule a make up exam. Note that the time slots available for makeup exams are limited. I expect all students who miss one of the first 3 exams to **contact me within two days** of missing an exam and **take** the makeup exam **on the first date** that they arrange. Students who miss the final exam must contact me within two hours of missing that exam and must make it up within 24 hours of missing it to avoid a zero.

Exam Re-takes:

- A student who receives a D+ or below on Exams 1 or 2 (69% or below) can make themselves eligible for a re-take of that exam only by working the decks in the five chapters that are covered on that quiz down to zero in the LearnSmart tool. Exam re-takes are taken in the hallway of Mr. Lilly's office building by appointment. A student who completes an Exam re-take will receive the higher of their original score on that Exam or their re-take score.

Extra Credit:

Extra credit points are approximately as valuable as points earned in Catalyst (weekly online quizzes.) It takes 60 extra credit points to raise your course grade by one percentage point.

- **Prologue Lecture Quiz** – The Prologue lecture and lecture quiz are entirely optional, but you can earn up to 9 extra credit points by completing it by the deadline, which is 11:55PM Sunday, September 28.
- **LearnSmart** - You will earn 5 extra credit points for each assigned chapter you “work the deck down to zero” for in the optional LearnSmart tool. Access to this tool will cost you an extra \$35 for the quarter. The tool contains one module for each assigned chapter in the textbook. It keeps drilling you on the material until you know it. It notices which questions

you've answered correctly, stops asking you questions about things you've mastered, and keeps asking you questions about things you have not yet mastered. Not only can you earn up to 75 extra credit points with this tool, but it is also useful for certain other purposes – notably to make yourself eligible to repeat an exam you didn't pass, to erase an absence, and to erase a set of missed-quiz penalties for a chapter's-worth of Catalyst quizzes. Working a single chapter deck “down to zero” could in theory be used in all four of these ways simultaneously.

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

- There are two copies of the textbook on reserve at the De Anza Library. You can only check them out for 2 hours at a time, and there are no overnight checkouts, but it's an option if you're on a really tight budget. Ask at the library circulation desk for details on how to check them out.
- 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 5 grade **components**, with the weights as follows:

<i>Component</i>	<i>Weight</i>
Online quizzes	20%
Exam 1	20%
Exam 2	20%
Exam 3	20%
Final Exam	20%
<i>Total</i>	100%

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

Weighted average course grade	Letter grade
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 November 14, otherwise *you will be stuck in the class*. ***State law forbids me from dropping you after November 14 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 <https://catalyst.deanza.edu/?pg=first>.
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.
4. (Optional) The entry point for signing up for the optional LearnSmart tool (it costs \$35) is www.mhlearnsmart.com. The *sign-up code*, which is the only way I know of to find the specific section I have set up for you, is mrlilly6.

Important dates to remember:

Sunday, Sept 28 – All 10 of the chapter 1 quizzes are due by 11:55PM. The Prologue lecture quiz, which is an optional extra credit quiz worth 9 points, is also due at this time. See the Daily Lesson Plan beginning on the next page for the due dates of the remaining online quizzes.

Saturday, Oct 4 – Last day to use your add code to add this class

Sunday, Oct 5 – Last day to drop this class with no grade of record

Wednesday, Oct 15 – **Exam 1** (chapters 1 through 5)

Friday, Oct 17 – Last day to request a Pass/No Pass grade at the Admissions and Records department

Wednesday, Nov 12 – **Exam 2** (chapters 6 through 10)

Friday, Nov 14 – **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 honored, regardless of the reason for the request.)

Monday, Dec 8 – Last regular class meeting. **Exam 3** (chapters 13 through 17)

Wednesday, Dec 10 – 9:15AM-11:15AM Comprehensive Final Exam – Required for all students
Thursday, Dec 11 Deadline for completing any LearnSmart work

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

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

Business 10 - Fall 2014

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
9/22/2014	The Green sheet + the first 7 pages of chapter 1	
9/24/2014	The rest of chapter 1 + the first 7 pages of chapter 2	
9/28/2014	First Sunday (by 11:55PM)	Last chance to take the chapter 1 Catalyst quizzes (10 quizzes) 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.
9/29/2014	The rest of chapter 2	
10/1/2014	Chapter 3	
10/5/2014	Second Sunday	Last chance to take the chapter 2 and 3 Catalyst quizzes
10/6/2014	Chapter 4	
10/8/2014	Chapter 5	
10/12/2014	Third Sunday	Last chance to take the chapter 4 Catalyst quizzes
10/13/2014	catch-up day/review	Last chance to take the chapter 5 Catalyst quizzes
10/15/2014	Fourth Wednesday	Exam 1: Chapters 1 thru 5
10/19/2014	<i>Fourth Sunday</i>	<i>no quizzes due</i>
10/20/2014	Chapter 6	
10/22/2014	Chapter 7	
10/26/2014	Fifth Sunday	Last chance to take the chapter 6 & 7 Catalyst quizzes
10/27/2014	Chapter 8	
10/29/2014	Chapter 9	
11/2/2014	Sixth Sunday	Last chance to take chapter 8 and 9 Catalyst quizzes
11/3/2014	Chapter 10	
11/5/2014	catch-up day/review	
11/9/2014	Seventh Sunday	Last chance to take the chapter 10 Catalyst quizzes
11/10/2014	Veteran's Day	no class meeting
11/12/2014	Eighth Wednesday	Exam 2: Chapters 6 thru 10
11/16/2014	<i>Eighth Sunday</i>	<i>no quizzes due</i>

11/17/2014	Chapter 13	
11/19/2014	Chapter 14	
11/23/2014	Ninth Sunday	Last chance to take the chapter 13 and 14 Catalyst quizzes
11/24/2014	Chapter 15	
11/26/2014	Chapter 16	
11/30/2014	Tenth Sunday	Last chance to take the chapter 15 and 16 Catalyst quizzes
12/1/2014	Chapter 17	
12/3/2014	catch-up day/review	
12/6/2014	Eleventh Saturday	Last chance to take the chapter 17 Catalyst quizzes
12/8/2014	Twelfth Monday	Exam 3: Chapters 13 thru 17
12/10/2014	Twelfth Wednesday	9:15AM-11:15AM Comprehensive Final Exam