

**DE ANZA COLLEGE**  
**BUSINESS/COMPUTER SYSTEMS DIVISION**  
**BUSINESS 10 - INTRODUCTION TO BUSINESS**  
**SPRING 2015 – SECTION 3**  
**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:** Three 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 May 29 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 (April 24, 2015), I will drop you.
  3. Beginning at the start of the 4<sup>th</sup> week (April 27, 2015) and ending May 29, 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. However, you can recover up to 95% of the points you missed on an entire chapter's worth of online quizzes by completing the corresponding chapter module in LearnSmart. 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, but access to LearnSmart, should you choose to use it, will cost you \$35 for the quarter.
- **Examinations:** There will be **three** 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 2 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 **Exam 3** 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 on that exam.

### ***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 exam down to zero in the LearnSmart tool. 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.

### ***Extra Credit:***

Extra credit points are added to the points earned on the online quizzes in Catalyst. A maximum of 79 extra credit points are available. 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, April 12, 2015.
- **LearnSmart** - You will earn 5 extra credit points for each assigned chapter for which you

“work the deck down to zero” in the optional LearnSmart tool. Access to this tool will cost you \$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. You can earn up to 70 extra credit points with this tool, and it is also the only way to become eligible to repeat an exam that you didn’t pass on the first try.

***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 4 grade **components**, with the weights as follows:

<i>Component</i>	<i>Weight</i>
Online quizzes	20%
Exam 1	28.6%
Exam 2	28.6%
Exam 3	22.8%
<b><i>Total</i></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 grading components, as described above.

<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 May 29, otherwise *you will be stuck in the class*. ***State law forbids me from dropping you after May 29 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).
4. (Optional) The entry point for signing up for the optional LearnSmart tool (it costs \$35) is [www.mhlearnsmart.com](http://www.mhlearnsmart.com). The *sign-up code* is mrlilly8.

### ***Important dates to remember:***

**Monday, April 6** – First day you can begin work on the course material in Catalyst.

**Sunday, April 12** – The Prologue Lecture extra credit quiz, and all 10 of the required chapter 1 quizzes are due by 11:55PM. *Quizzes cannot be taken late*; but if you miss a *set* of required quizzes, you can make up 95% of the lost points in LearnSmart.

**Saturday, April 18** – 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 the day after you add the class in MyPortal!*

**Sunday, April 19** – The eight required chapter 2 quizzes are due by 11:55PM on this date. Also, this is the last day to drop this class with no grade of record.

**Friday, May 1** – Last day to request a Pass/No Pass grade at the Admissions and Records department

**Monday, May 4** – Exam 1: Chapters 1 through 5

**Monday, May 25** – No class meeting because it is Memorial Day and De Anza College is closed.

**Friday, May 29** – 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.)

**Monday, June 1 – Exam 2: Chapters 6 through 10**

**Tuesday, June 23 – 9:15-11:15AM (note the unusual time!) Exam 3: Chapters 13 through 16**

**Thursday, June 25 (midnight) 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](mailto:lillybyron@fhda.edu)

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

**Business 10 - Spring 2015  
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
4/6/2015	The Green sheet + the first 7 pages of chapter 1	
4/8/2015	The rest of chapter 1 + the first 7 pages of chapter 2	
<b>4/12/2015</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.
4/13/2015	The rest of chapter 2	
4/15/2015	The first half of chapter 3	
<b>4/19/2015</b>	<b>Second Sunday</b>	<b>Last chance to take the chapter 2 Catalyst quizzes</b>
4/20/2015	The rest of chapter 3	
4/22/2015	Chapter 4	
<b>4/26/2015</b>	<b>Third Sunday</b>	<b>Last chance to take the chapter 3 Catalyst quizzes</b>
4/27/2015	First half of chapter 5	
4/29/2015	The rest of chapter 5	Special lecture on "Getting Ready for Exam 1"
<b>5/3/2015</b>	<b>Fourth Sunday</b>	<b>Last chance to take the chapter 4 and 5 Catalyst quizzes</b>
<b>5/4/2015</b>	<b>Fifth Monday</b>	<b>Exam 1: Chapters 1 through 5</b>
5/6/2015	Chapter 6	
5/10/2015	Fifth Sunday	<i>no quizzes due</i>
5/11/2015	Chapter 7	
5/13/2015	Chapter 8	
<b>5/17/2015</b>	<b>Sixth Sunday</b>	<b>Last chance to take chapter 6 and 7 Catalyst quizzes</b>
5/18/2015	Chapter 9	
5/20/2015	Chapter 10	
<b>5/24/2015</b>	<b>Seventh Sunday</b>	<b>Last chance to take the chapter 8 and 9 Catalyst quizzes</b>

<b>5/25/2015</b>	<b>no class meeting</b>	<b>Memorial Day</b>
5/27/2015	catch-up day/review	
<b>5/31/2015</b>	<b>Eighth Sunday</b>	<b>Last chance to take the chapter 10 Catalyst quizzes</b>
<b>6/1/2015</b>	<b>Ninth Monday</b>	<b>Exam 2: Chapters 6 through 10</b>
6/3/2015	Chapter 13	
6/7/2015	<i>Ninth Sunday</i>	<i>no quizzes due</i>
6/8/2015	Chapter 14	
6/10/2015	catch-up day	
<b>6/14/2015</b>	<b>Tenth Sunday</b>	<b>Last chance to take the chapter 13 and 14 Catalyst quizzes</b>
6/15/2015	Chapter 15	
6/17/2015	Chapter 16	
<b>6/21/2015</b>	<b>Eleventh Sunday</b>	<b>Last chance to take the chapter 15 Catalyst quizzes</b>
<b>6/22/2015</b>	<b>catch-up day/review</b>	<b>Last chance to take the chapter 16 Catalyst quizzes</b>
<b>6/23/2015</b>	<b>Twelfth Tuesday</b>	<b>9:15AM-11:15AM Exam 3: Chapters 13 through 16</b>