

**DE ANZA COLLEGE BUSINESS DEPARTMENT**  
**INTRODUCTION TO BUSINESS ONLINE**  
**BUSINESS 10 SECTION 61Z - SUMMER 2015**  
**INSTRUCTOR: BYRON LILLY**

**Course Objectives:** This is an introductory level course designed 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)

***Course Requirements:***

- **Access to the Internet/Getting Started:** Access to the Internet is required for this class. This class is offered through De Anza's standard distance learning system, **Catalyst**. The entry point for the course website is <http://catalyst.deanza.edu>. Instructions for logging into the Catalyst system, if you have never used it before, can be found at <http://www.deanza.edu/distance/firsttimehome.html>. However, the course website will not be accessible until the first day of classes, which is June 29, 2015.
- **Orientation videos:** You will find a collection of orientation videos inside the course website in Catalyst, near the top of the page, grouped under the heading "Course Syllabus and Orientation Videos." It is **very important** that you watch these videos. These videos will explain how to earn points in the class, and how to makeup points for missed quizzes.
- **Required Reading, Online Lectures, and Online Quizzes:** The reading assignments in the textbook, the online lectures, and the online quizzes associated with each of the 14 assigned chapters are the "main events" in this course. This is where the course material will be delivered to you, and where you will earn 80% of your grade in the class. You will earn the remaining 20% by taking the **required, online final exam**.
- **Attendance:** The attendance requirement for this class is that you must earn at least 170 points in the class by the end of week 1 (Sunday, July 5) and at least 440 points by the middle of week 3 (Wednesday, July 15, 2015). **Students who do not meet these point thresholds will be dropped from the course for inadequate attendance.**
- **Final Examination:** This class has a required **online final examination** worth 20% of the course grade.

***Strongly Recommended:***

- \* **Online Orientation:** It is strongly recommended that you print and carefully read at least the first page of the online orientation by **Monday, June 29, 2015**. To find this first page, go to <http://www.deanza.edu/distance>, click the link "Online Orientation" within the "Summer 2015 links" group, then click the link for "BUS -D010.-61Z with Byron Lilly."

## ***General Information:***

- \* **You can use computers on the De Anza campus if you want:** Access to the Internet is required for this class. 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.
- \* **Last date to drop with a W:** If you meet both of the attendance thresholds described above, but you decide you do not want to finish the course, you must drop yourself in the MyPortal System by Wednesday, July 29, 2015. **Late drops will not be permitted.**

## ***Grading Policy:***

There are 2,596 points possible in the course. Each student's course letter grade will be determined using the following table:

<b>Points Earned</b>	<b>Course grade</b>
2,544 – 2,596	A+
2,388 – 2,543	A
2,336 – 2,387	A-
2,284 – 2,335	B+
2,129 – 2,283	B
2,077 – 2,128	B-
2,025 – 2,076	C+
1,817 – 2,024	C
1,739 – 1,816	D+
1,506 – 1,738	D
1,428 – 1,505	D-
0 – 1,427	F

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

All online work must be performed individually. You can study the book in groups, but students who assist others on an online exam or quiz, or who accept the assistance of others, have cheated. If caught, they 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 further disciplinary action.

## ***Websites you will need:***

The course website at: <https://catalyst.deanza.edu>

## ***Optional Websites:***

**McGraw-Hill Connect Online Learning Center:** The authors of the textbook maintain this website, which contains some free practice quizzes and other optional study materials. You will find this website at: [http://highered.mcgraw-hill.com/sites/007733163x/student\\_view0/index.html](http://highered.mcgraw-hill.com/sites/007733163x/student_view0/index.html). I do recommend you take advantage of the *free* practice quizzes (one per chapter) and online vocabulary flash cards on this website but I *do not* recommend you purchase the *premium* materials available on this website. They will not be worth it in my opinion.

***Important dates*** (all dates are in 2015):

**Monday, June 29** – Recommended date by which you should complete the general online orientation and begin the course

**Wednesday, July 1** – Last day to drop the class with a refund. Also, the recommended date by which you should complete the specific online orientation consisting of the activities in the “Welcome Activities” group and begin to work on the course material.

**Sunday, July 5** – Date by which you must earn at least 170 points in the class to avoid being dropped for inadequate attendance the first time.

**Monday, July 6** – Last day to use an add code to add the class in MyPortal

**Wednesday, July 15** – Date by which you must earn at least 440 points in the class to avoid being dropped for inadequate attendance the second and final time

**Wednesday, July 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 and avoid a D or F. If you do not drop the class with a W by this due date, **you will be stuck in the class, and stuck with whatever grade you get in the class.**)

**Thursday, August 6, 5PM** – Time and date by which you must finish all the required work in the class, including the online final exam.

***Contacting the instructor:***

Office hours: By appointment only.

Office location: Building F4, room F41F

Telephone: (408) 864-8431

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

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