

DE ANZA COLLEGE BUSINESS DEPARTMENT
INTRODUCTION TO BUSINESS ONLINE
BUSINESS 10 SECTIONS 64Z & 69Z – WINTER 2024
INSTRUCTOR: BYRON LILLY

Student Learning Outcome Statements (SLO)

By the end of this class, you will be able to:

- 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.
- Demonstrate a working vocabulary of business terms.

Required Materials:

You will need access for 12 weeks to the online course materials located on McGraw-Hill Education’s “Connect” website, which you will access through Canvas. These course materials will include an e-textbook. All students who follow my instructions will have full access to the course materials for the first two weeks, but to continue your access beyond the end of the second week, you **must** buy a Connect 1 Semester Online Access for Understanding Business code from the De Anza College bookstore. This will cost you \$59.95. The orientation video on our course website called “Connect 1 Semester Online Access for Understanding Business” will show you how to obtain this code. It is a two-step process. You buy a first code from the De Anza College bookstore and you use it to obtain a second code from the BryteWave RedShelf website. It is this second code that will unlock continued access to the course materials in Connect.

Course Requirements:

- **Orientation videos:** You will find a collection of orientation videos inside the course website in Canvas, near the top of the page, grouped under the heading "Course Syllabus and Orientation Videos." These will become accessible to students enrolled in the class on Sunday, [January 7](#). It is very important that you **watch** these videos as soon as possible. They contain essential information about the class not available from any other source.
- **Online adaptive learning modules, exercises, quizzes, and exams:** The online adaptive learning modules, exercises, quizzes and exams are where you will earn 100% of your points in this class. These assignments are due in twelve batches, corresponding to the **twelve weeks** of the [Winter](#) quarter. For example, the online exercises, quizzes and exams for **chapter 1** are due by 11:55 pm Sunday, [January 14](#). You can do them later, but if you do, your score on them will suffer a 2% *per day* lateness penalty. So, if for example you’re a whole week late, that’s going to be a 14% lateness penalty (2% per day times 7 days) on each of your quizzes. **Twice during the quarter** – on [Feb. 18](#) and [Mar. 24](#) – **two chapters are due on the same night**. However, all the work in the class except the final exam can be taken **as early as you want** once the quarter starts, and you are strongly advised to **work ahead of the due dates** and thereby distribute the workload of the class more evenly across the 12 weeks of the quarter.

Attendance: Although this is a 100% online course, it still has an **attendance requirement**. The attendance requirement has two parts: 1. Any student who earns fewer than 1 point during the first week of the quarter will be dropped from the class for inadequate attendance in the first week, and 2. Each student must hit six point-minimums – one on each of the first six Sundays of the quarter. Any student who misses any two of these point-minimums in a row will be dropped from the class for inadequate attendance.

Here are the six minimum point thresholds each student **must** meet to avoid being dropped for inadequate attendance, per component two of the attendance requirement in this class:

Date	Minimum online points needed to avoid being dropped for inadequate attendance
Sunday, Jan. 14, 2024	125
Sunday, Jan. 21, 2024	300
Sunday, Jan. 28, 2024	415
Sunday, Feb. 4, 2024	490
Sunday, Feb. 11, 2024	590
Sunday, Feb. 18, 2024	800

- **Two Online Midterms and One Online Final Exam**: The two midterms and the final exam for this class are required and are taken online.

General Information:

- **Last date to drop with a W**: If you are *not* doing well in the course, or are unable to finish out the course, you may drop yourself from the course provide you do so by [Friday, Mar. 1, 2024](#). **Late drops** (defined as any drop requested or attempted after [Mar. 1, 2024](#)) **are not permitted**.

Grading Policy:

Each student's course grade will be determined by the *percentage* of the total points possible in the class earned by that student in the current quarter.

% of Points Earned	Letter Grade
99-100%	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-
Less than 55%	F

A Word About How I Round Grade Percentages:

I do not round all grades upward as some instructors do. I round grades to the nearest whole number. For example, a grade of 91.5% will be rounded up to 92%, which is an A; but a grade of 91.4999%

will be rounded down to 91%, which is an A-.

A Word About the Difficulty Level of This Course:

This course is one of only three De Anza College Business courses that is not only CSU-transferable but also U.C.-transferable. This means if you earn a passing grade in this course here, then transfer to any college in California's U.C. or CSU systems, such as U.C. Berkeley or San Jose State University, you will be treated as having passed Introduction to Business there for the purposes of earning any degree they offer that requires that course. They will not make you take their version. Passing it here counts the same as having passed it there. To maintain this transferability, we must periodically satisfy schools like U.C. Berkeley and San Jose State that this course is as difficult and thorough as the course they offer under the same name. For that reason, you may find that this course is a bit more difficult than some of the other courses we offer here in the De Anza College Business department.

Grade Reporting:

All grade reporting will be done inside Canvas. See the orientation video "How to Check Your Grade So Far" on the course website in Canvas for details.

Academic Integrity Policy:

All online work must be performed individually by you. If you assist others on an online exam or quiz, or accept the assistance of others, **you have cheated**. If caught, you will receive a **failing grade** on any assignments I have reason to believe you likely cheated on, and your name will be reported to the **Dean of Student Affairs** of De Anza College for possible further disciplinary action, up to and including suspension from De Anza College for a period of up to three years. All of the quizzes and exams in this class are open-book, open-note, but they are not "open Internet." More specifically, you are **forbidden** from using Google searches, ChatGPT, or any other Generative Pre-trained Transformer **while** taking any quiz or exam in this class. You are welcome to use them at other times, such as while you are reading the textbook or watching the video lectures.

Important dates (all dates are in 2024):

Wednesday, Jan. 10 – Recommended date by which you should read this course syllabus, watch the orientation videos available in Canvas, and complete the first chapter 1 assignment.

Sunday, Jan. 14 – The Prologue and chapter 1 assignments are due by 11:55 pm on this date. Also, by this date **you must earn at least one point in the class**. If you do not, **you will be dropped as a no-show** on Monday, Jan. 15.

Sunday, Jan. 21 – The chapter 2 assignments are due by 11:55 pm on this date. Also, this is the last day you can drop this class for a full refund, and the last day you can drop it with no grade of record. Drops after this date will result in the student earning a grade of W (Withdraw) in this class.

Sunday, Jan. 28 – The chapter 3 assignments are due by 11:55 pm on this date.

Sunday, Feb. 4 – The chapter 4 assignments are due by 11:55 pm on this date.

Sunday, Feb. 11 – The chapter 5 assignments are due by 11:55 pm on this date.

Sunday, Feb. 18 – The chapter **6 and 7** assignments are due by 11:55 pm on this date.

Sunday, Feb. 25 – **First midterm** (covers chapters 1-7), plus the **chapter 8 assignments** are due by 11:55 pm on this date.

Friday, Mar. 1 – Last day to drop this course (a W, which stands for "withdrew from the class," will be placed on your transcript for this class if you drop it after **Jan. 21** but on or before this date.)

Sunday, Mar. 3 – The chapter 9 assignments are due by 11:55 pm on this date.

Sunday, Mar. 10 – The chapter 13 assignments are due by 11:55 pm on this date.

Sunday, Mar. 17 – The chapter 14 assignments are due by 11:55 pm on this date.

Sunday, Mar. 24 – The chapter **15 and 16** assignments are due by 11:55 pm on this date.

Thursday, Mar. 28 – The Second Midterm the Final Exam are both **due** at 11:55 pm on this date. This is also the final deadline for earning extra credit points through the SmartBook assignments.

Friday, Mar. 29 – I will take a final snapshot of everyone’s course grade at 7:00 am and the course will end.

Contacting the instructor:

Office hours: I will be available to receive your incoming telephone calls **Monday – Thursday 8:20 am - 9:10 am** at (408) 864-8431. At all other times, your call will likely “roll to voicemail.” If it does, please leave me a message. I will get back to you within one business day. I can also be reached via email or Canvas message. I check email at least once each weekday. If you need to get in touch with me urgently, I recommend you send me an email **and** leave me a voicemail (on the same topic) or call during my office hours.

Telephone: (408) 864-8431

Email: lillybyron@fhda.edu

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