

DE ANZA COLLEGE, FALL 2015
BUS 10-05: INTRODUCTION to BUSINESS

Instructor: Dr. Richard Brien: Contact Hrs: **MW 2:55-3:45 PM, Student Center**, or by appointment

Contact: brienrichard@fhda.edu

Section: **BUS 10-05, 4:00-6:15 PM, MW, September 21-December 2, 2015, ADM 102**

Required 1) Text: **Collins, Exploring Business, Ver 2.1, Flat World Knowledge.** To find the text and the **Materials:** options you have for buying it (online only, printed, etc., plus study aids, et al) go to students.flatworldknowledge.com and start with my name (BRIEN); the De Anza Bookstore also carries copies of the printed text, probably both used and new. **Also required: 2) Mike's Bikes**, a business game (**\$30; I'll explain how to register and pay for it later in the course**); **3) use of a computer with a printer and daily Internet access;** and, **4) personal email.**

SLOs: De Anza College is currently in the process of spelling out Student Learning Outcomes (SLOs) for all courses offered. SLOs are expressions of the core knowledge and skill enhancements our faculty expects you to have after completing a particular course. The Business faculty has set the following SLOs for BUS 10; after completing it you should be able to:

1. Distinguish among the primary functions within a business (marketing, operations, human resources, accounting and finance) and identify the interests and roles of key business stakeholders (employees, management, owners and society).
2. Demonstrate a working vocabulary of business terms.

Emphasis in the course is on key terminology, critical thinking and strategic decision-making. Included is participation as a manager in a firm operating in the bicycle market, as simulated by the game **Mike's Bikes**.

Tutoring: Group tutoring, specific to this class, will be available in the Student Success Center during the quarter—more details directly from the tutor in Week 2.

Participation: To achieve the course objectives, you must participate actively in both out-of-class assignments, and especially in class discussions and exercises. In that regard, you should know that:

- Class activity may well determine as much as a full letter in your final grade.
- To participate you have to be here; attendance will be taken and **four absences may cause you to be dropped from the course.**
- Any student disrupting class will be asked to leave and will face appropriate disciplinary steps under the De Anza College Student Standards of Conduct.
- Any student caught cheating will be removed from the class, receive a grade of F for the project or exam involved, and be reported to the appropriate person(s) in the central administration of De Anza College.

Grading: Your course grade will be determined as follows:

Overall Weighted Score (OWS) Components		OWS->Letter Course Grade
Exams 1, 2 & 3 (2 @ 20%)*	40%	As: 97-100 = A+; 93-96 = A; 90-92 = A-
Final Exam	30	Bs: 87-89 = B+; 83-86 = B; 80-82 = B-
Mike's Bikes	20	Cs: 77-79 = C+; 70-76 = C
Class Participation	<u>10</u>	Ds: 67-69 = D+; 63-66 = D; 60-62 = D-
Total	100%	F: Below 60

***Exams 1-3:** Three exams will be given covering the material designated on the Assignments Calendar below.

NOTE: 1) Dates are subject to change; stay current; 2) The 2 HIGHEST exam scores will be counted in your course grade at 20%; AND, 3) there will be NO MAKE-UP EXAMS.

Business 10-05: Fall 2015, Assignments Calendar

<u>Week</u>	<u>MW Dates</u>	<u>Topics/Text Assignments</u>
1	9/21-23	Ch. 1 Complete: Foundations of Business; Measuring Business Performance; Ch 12P*: Accounting Process; Income Statement (pp 355-365; Sec1, 2.1, 2.2) Accrual Basis (p 370; Sec 3, 3.1)
2	9/28-30	Chs. 1 & 12P Cont.
3	10/5-7	Ch. 3 Complete: Business in a (Truly) Global Environment
4	10/12	Ch. 5P: Imp. of Entrepreneurship & Small Business (pp 123-133 and 139-146); The Business Plan (pp 143-147) Chs. 1, 12P, 3, 5P: 'BeFaChMO' Vs. 'SaDuHa'
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4	WED 10/14	EXAM 1: Chs. 1, 12P, 3, 5P
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5	10/19-21	Ch. 9 Complete: Marketing-Providing Value to Customers Mikes Bikes: Register/Pay by 10 PM, Tuesday, October 27; See Mike's Bikes Calendar on next page
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6	10/26-28	Ch. 9: Marketing Management Cont.; Ch. 10P New Product Development (Secs 1, 2, 3, 7, Figs 10.4 & 10.6)
7	11/2-4	Ch. 11P: Operations Management (Secs 1, 3, 5, 6, 7)
8	MON 11/9	NO CLASS: VETERANS DAY
	11/11	Ch. 12P: Accounting, Cont.: Balance Sheet, Cash Flow, Accrual Basis, Ratios
	FRI 11/13	LAST DAY TO DROP WITH A W
9	11/16	Chs. 9, 10P, 11P, 12P
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9	WED 11/18	EXAM 2: Chs. 9, 10P, 11P, 12P
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10	11/23-25	Ch. 13 Complete: Financial Management; Ch. 6 Complete: Management Structure & Processes
11	11/30	Ch. 7P: Human Resources (HR); Ch. 2P: Ethics & CSR
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11	WED 12/2	EXAM 3: Chs. 13, 6, 7P, 2P Mike's Bikes Firm Reports & Peer Evaluations (Bonuses) Due
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12	WED 12/9	FINAL EXAM: 11:30-1:30, THIS CLASSROOM

* P means partial chapter; note the indicated sections or page numbers

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MIKES BIKES CALENDAR

Week	Date	Assignments
5	10/19-21	Begin Registration & Payment; Firm Assignments; In-Class Demo; DEADLINE TO PAY: TUESDAY, OCT 27, 10:00 PM LOCAL TIME
6	10/26	In-Class Demos
6	10/28	Practice Round with HOMEWORK
7	11/2-4	FYs 1 & 2 Decisions
8	11/11	FY 3 Decisions
9	11/16	FY 4 Decisions
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9	11/18	EXAM 2: Chs. 9, 10P, 11P, 12P Also: Mike's Bikes FY 5 Decisions
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10	11/23-25	FYs 6 & 7 Decisions (FY 7 IS LAST MB DECISION-YEAR)
11	11/30-12/2	Prepare MB Firm Report & Peer Evaluations
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12 WED	12/2	EXAM 3: Chs. 13, 6, 7P, 2P Mike's Bikes Firm Reports & Peer Evaluations (Bonuses) Due
