

**DE ANZA COLLEGE**  
**BUSINESS/COMPUTER SYSTEMS DIVISION**  
**BUSINESS 10 - INTRODUCTION TO BUSINESS**  
**SECTIONS 62Z and 66Z (Distance Learning) FALL 2014**  
**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 <https://catalyst.deanza.edu>. Instructions for logging into the Catalyst system, if you have never used it before, can be found at <https://catalyst.deanza.edu/?pg=first>.
- **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 **really important** that you watch these videos! These videos will explain how you earn points in the class.
- **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 15 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 half your grade in the class. You will earn the other half by taking the final exam. The online quizzes are due in one- or two-chapter "bunches" on Sunday nights, and cannot be taken late. If you miss the deadline for a set of online quizzes, you can recover 80% of the points you missed by completing a set of questions in a tool called "LearnSmart."
- **Attendance:** The attendance requirement for this class is that you must have a "letter grade so far" of at least a C (70% of the points possible) on **each Monday** between September 29 and November 10 (7 Mondays in all); otherwise, you will be dropped from the course for "inadequate attendance."
- **Final Examination:** This class has a required **on-campus final examination** worth 50% of the course grade. Only students who live more than 35 miles away from the De Anza campus, and who prove they live that far away by Wednesday December 3, 2014, will be permitted to take an alternate, online final examination. The required on-campus final examination will be administered twice on the De Anza campus. You only need to take it once, can take it either time, and do not need to let me know in advance which time you have chosen. The two times

are: **Thursday, December 11, 2014 from 11:30AM to 1:30PM**, and **Friday, December 12, from 9:15AM to 11:15AM**. Both times will be in the same location: **classroom Forum 3** on the De Anza College campus, 21250 Stevens Creek Blvd., Cupertino, CA 95014. *If for some reason neither of these times will work for you, you must contact me by Wednesday December 3, 2014 to make alternate arrangements.*

### ***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, September 22, 2014**. To find this first page, go to <http://www.deanza.edu/distance>, click the link "Online Orientation" within the "Fall 2014 links" group, then click *either* the link for "BUS -D010.-62Z with Byron Lilly" *or* "BUS -D010.-66Z with Byron Lilly". Either of these links will bring you to the same online orientation.

### ***LearnSmart:***

- LearnSmart is a separate, optional website that you have to pay \$35 for the quarter to use. It is not required, but it is the only way to (at least partially) make up for missed online quizzes. If you miss a set of online quizzes, but complete 100% of the questions in the corresponding chapter module in LearnSmart, you will receive 80% of the points possible on that chapter's required quizzes. (That's the most you can receive via LearnSmart.) If you complete *less than 100%* of the questions in a given chapter module in LearnSmart, you will receive *X% times* 80% of the points that were possible on that chapter's required quizzes, *where X is the percentage of the LearnSmart module you completed*. So for example, if you missed the chapter 1 required quizzes but completed 90% of the chapter 1 LearnSmart module, you would earn 72% of the points possible on chapter 1's required quizzes, because  $90\% \times 80\% = 72\%$ .

### ***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:** You are solely responsible for *dropping the course by Friday, November 14, 2014* if you do not want to continue in the course. **Late drops** (drops attempted after November 14, 2014) **will not be accepted**.

### ***Grading Policy:***

Each student's course grade will be calculated as an equally-weighted average of two components: the online grade and the final exam grade. Each component will be calculated as the ratio between the points earned on that component and the points possible on that component. The average of the two components will be used to determine the student's letter grade according to the following table. Decimal fractions of .5 or higher will be rounded up to the nearest whole percentage. Decimal fractions of .4999 or lower will be rounded down to the nearest whole percentage.

<b>Average of the Two Components</b>	<b>Course grade</b>
99%-100%	A+
92%-98%	A
90%-91%	A-

Average of the Two Components	Course grade
88%-89%	B+
82%-87%	B
80%-81%	B-
78%-79%	C+
70%-77%	C
67%-69%	D+
58%-66%	D
55%-57%	D-
54% and below	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 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.

### ***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.

**LearnSmart:** The entry point for the optional **LearnSmart** website, which you can use to *partially* make up for any missed sets of online quizzes (earning up to 80% credit) is <http://www.mhlearnsmart.com/flow/flowswf.html?name=learnsmart&product=111000&isbn=0077778642>

### ***Important dates (all dates are in 2014):***

**Monday, Sept 22** – Recommended date by which you should complete the online orientation and buy the textbook. Also: the earliest date you can begin work on the course material.

**Wednesday, Sept 24** – Recommended date by which you should review all 9 of the links in the “Course Syllabus and Orientation Videos” group (7 videos and 2 Adobe Acrobat documents)

**Sunday, Sept 28** – The Prologue Lecture quiz, and all 10 of the chapter 1 quizzes are due by 11:55PM. Quizzes cannot be taken late. If you miss them, you can make up 80% of the points in LearnSmart.

**Saturday, Oct 4** – Last day to use your add code to add this class (but you shouldn’t wait that long!)

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

**Sunday, Oct 5** – Eight chapter 2 quizzes and eight chapter 3 quizzes are due, all by 11:55PM

**Sunday, Oct 12** – Seven chapter 4 quizzes and seven chapter 5 quizzes are due, all by 11:55PM

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

**Sunday, Oct 19** – no quizzes due

**Sunday, Oct 26** – The chapter 6 and 7 quizzes are due by 11:55PM

**Sunday, Nov 2** – The chapter 8 and 9 quizzes are due by 11:55PM

**Sunday, Nov 9** – The chapter 10 quizzes are due by 11:55PM

**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 successful, regardless of the reason for the request.)

**Sunday, Nov 16** – no quizzes due (Note: We’re skipping chapters 11 and 12)

**Sunday, Nov 23** – The chapter 13 and 14 quizzes are due by 11:55PM

**Sunday, Nov 30** – The chapter 15 and 16 quizzes are due by 11:55PM

**Sunday, Dec 3** – Date by which you must prove to the instructor that you live more than 35 miles from the De Anza campus in order to qualify for the online final exam. Also, the date by which you must make alternative arrangements with the instructor if *neither* of the two offered times to take the on-campus final exam will work for you.

**Sunday, Dec 7** – The chapter 17 quizzes are due by 11:55PM

**Thursday, Dec, 11 – 6:00AM** students who were eligible for the online final exam must *finish* that exam by this day and time.

**Thursday, Dec 11** – 11:30AM-1:30PM first opportunity to take the **required** on-campus final exam in classroom Forum 3

**Thursday, Dec 11** Deadline for completing any LearnSmart work

**Friday, Dec 12** – 9:15-11:15AM second (and last) opportunity to take the **required** on-campus final exam in classroom Forum 3

### ***Contacting the instructor:***

Office hours: Mon thru Thurs 12:30-1:30PM. Other times by appointment.

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/>