

# Business 10

## *Introduction to Business – Telecourse (TV)*

### Course Overview and Syllabus

Section 65Z / Call Number 0304

Winter 2004 / 5 Units

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De Anza College Distance Learning Center, 21250 Stevens Creek Boulevard, Cupertino, CA 95014  
DLC Office Location: LCW-102 ~ DLC Phone: (408) 864-8969 ~ DLC FAX: (408) 864-5546 ~ DLC Email:  
Information@dadistance.fhda.edu  
DLC Home Page: <http://distance.deanza.fhda.edu> ~ DLC Office Hours: Mon-Thurs 10 AM - 7 PM



<b>Instructor:</b>	Michele Fritz
<b>Office Hours:</b>	Mondays and Wednesdays from 3:00-4:00 PM, Tuesdays from 3:45-5:45 PM.
<b>Office Location:</b>	F-51J. (Building F-5 is near the Forum.)
<b>Email Address:</b>	FritzMichele@fhda.edu (Also, note that my name is spelled with only one "L".)
<b>Telephone:</b>	(408) 864-8615 (Please use email for urgent messages.)
<b>Instructor's Web Site:</b>	<a href="http://www.deanza.edu/faculty/fritz/">http://www.deanza.edu/faculty/fritz/</a> My web site contains course documents, a frequently updated list of homework assignments, and many tools and resources for students.

### ***Course Objectives:***

Introduction to Business is a survey course which provides a broad overview of the environment, principles, and functions of business. Students will gain a firm foundation in business terminology and practices essential for success in industry. Throughout the course students will have the opportunity to learn more about different functional areas and industries to start career planning.

### ***Advisories:***

English Writing 100B and Reading 100 (or Language Arts 100), or English as a Second Language 24 and 72 (or English as a Second Language 4).

### ***Required Materials:***

All of the required materials for this course may be purchased at the De Anza Bookstore. The phone numbers for the bookstore are (408) 864-8907 or (408) 864-8949. Online ordering is available via the [Bookstore Home Page](#).

- **Textbook:** Pride, Hughes, and Kapoor, *Business*, 7th ed., Houghton Mifflin Company, 2002.
- **Telecourse Guide:** Woelfle, *Telecourse Guide for It's Strictly Business*, 3rd ed., Houghton Mifflin Co., 2002.
- **Test supplies:** Three (8 ½" x 11") ParScore Answer Forms and several #2 pencils.
- **Simulation Game CD-ROM:** *MikesBikes-Intro*, McGraw-Hill Irwin, 2003. (ISBN # 0-07-2951850 -  
-You may need to ask the bookstore personnel to retrieve a CD-ROM for you because students in the lecture classes have their CD shrink-wrapped in with their book.)
- **Technology:** You will need a Windows computer in order to load the simulation game CD-ROM (Please refer to the CD package for minimum system requirements). The computer you use to load the CD *does not* need access to the Internet. However, Business 10 students *will* need access to the Internet to participate in the class listserv (email list) and to access the instructor's web site. For these purposes, Business 10 students may take advantage of the computers in the *Open Media Lab*, in the Learning Center West building. The Advanced Technology Center is reserved for other courses.
- **26 Video Programs:** You have several options for viewing the *It's Strictly Business Telecourse*. They are:
  - *Rent a set of videotapes for the quarter from the De Anza College Bookstore.* To do this, go to the textbook department in person so that you can fill out a videotape rental form. (Please observe the required return date in order to get your deposit refunded.)
  - *Obtain the series from RMI Media Productions, Inc.* Their URL is <http://www.rmimedia.com> and their phone number is (800) 745-5480. Through RMI Media, you can either rent a set of videotapes or obtain access to the video series in streaming media format. The streaming media option can save you some money, if you have a Windows PC and high speed access to the Internet.
  - *Check out the tapes individually for 24 hours from the Open Media Lab.* You will need a SMART DASB Card, which can be obtained in the lobby of the Administration building (408-864-5551), and a DLC ID card, which can be obtained in LCW-102. Tapes must be returned within 24 hours to the Open Media Lab or the drop box outside of the Learning Center West building. There are no renewals allowed. If you are late in returning a tape, you will be fined \$2.00 per day (up to a maximum of \$25). If you lose a tape, there is a \$50 replacement fee.
  - *View the video programs at the Open Media Lab on campus.*
  - *Watch the programs broadcast on cable TV.* You may also want to tape the programs when they are broadcast for viewing at another time. Many students prefer having videotapes to watch multiple times or to pause/rewind so they may take notes. The [cable TV channel guide](#) is available on the DLC Home Page, and a schedule is attached at the end of this document.

### ***Succeeding in Distance Learning Courses:***

Many students expect that distance learning courses will be less demanding than lecture courses. Unfortunately, this is not the case. Distance learning courses are more challenging for most people, because they require that you organize your own time to keep up with assignments. Since Business 10 is a 5-unit course, the *average* level of effort required is 15 hours per week. I recommend that you block off 15 hours per week for this course in your calendar, just like any other appointment you might make. This should provide you with adequate time to view the videos, read the textbook and telecourse guide, work on the business simulation game, prepare written assignments and study for exams. (Naturally, you will also want to note other important milestones in your calendar, such as the dates and times of exams, review sessions, and due dates for assignments!) *The Emerging Learner* is a video series which can help you to succeed as a distance learning student. You can get more information on this video series on the DLC Home Page under the "Services and Resources" link.

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## Course Requirements:

- **Orientation:** You may complete the online orientation by **noon on Thursday 01/08** on the DLC Home Page, or attend the campus orientation on **Thursday, 01/08 from 4:45 to 5:45 PM in S-43**. Students who have not completed the online **or** on-campus orientation will be dropped from the class to make room for others.
- **Class Listserv:** It is mandatory for students in my section to participate in a class listserv, or email distribution list. This means that you must have a personal email address and you are responsible for checking your email weekly. Important class notices, scheduling changes, clarification of assignments, and course newsletters will all be sent out on email. Registered students have until **1/18** to subscribe to the course listserv. Refer to the [Weekly Homework Assignments file](#) for detailed instructions on how to subscribe.
- **Readings and Videos:** Each week you have several topics to complete. For each topic, you should read the assigned text chapter and then watch the associated video. The videos should help to illustrate the material in the textbook, which is your primary source of material for the course. After viewing the video, review the chapter with the same name in the Telecourse Guide so that you may quiz yourself with the practice test. There will be video questions on the exams, so it is important to review to ensure that you understood the video. Remember, it is most crucial that you keep up with assignments, particularly the reading assignments in the textbook! Detailed homework assignment information is in the [Weekly Homework Assignments](#) file on the instructor web site.
- **Examinations:** There will be 3 exams which test your ability to apply the material you have learned. If you take all three exams, then I will drop the lowest score from the calculation of your grade. If you are absent or miss an exam, then that will be the one that is dropped. The exams will cover assigned topics in the textbook, telecourse guide, and videos. You can expect multiple choice questions on the exams. Grades will be posted by your Test ID number, on the instructor's web site approximately 7-10 days after the scheduled test date. At that time, you may review the test answer key in the Distance Learning Center by bringing a photo ID to get your ParScore answer form. (See the weekly homework assignments file for more information on the Test ID Number.)
  - **Reviews:** The week prior to each exam, there will be a review lecture held on campus. This lecture will focus on the key areas covered on the exam. It is strongly recommended that you attend these reviews; in fact, students who attend them generally score higher on the exams. A brief review sheet will also be available on the instructor's web site. There are also practice test questions in the Telecourse Guide and on the Business Textbook Web Site (which is linked to the instructor web site).
    - *Review Session 1* is scheduled for **Thursday, 1/29 from 4:45-5:45 PM in S-43**.
    - *Review Session 2* is scheduled for **Thursday, 2/19 from 4:45-5:45 PM in S-43**.
    - *Review Session 3* is scheduled for **Thursday, 3/11 from 4:45-5:45 PM in S-43**.
  - **Exams:** You should bring a photo ID, a ParScore form, and a #2 pencil to the exams. You should also have your Test ID Number so that you can enter it on your ParScore form.
    - *Exam 1* (40 points) covers textbook chapters 1 (up to p. 11), 5, 6, 13, 14, 16, 18, Appendix B, and associated materials. It is scheduled for **Thursday, 2/5 from 4:45-5:45 PM in S-43**.

- *Exam 2* (40 points) covers textbook chapters 7, 8, 9, 10, 15, 17, 20, 21, and associated materials. It is scheduled for **Thursday, 2/26 from 4:45-5:45 PM in S-43.**
    - *Exam 3* (40 points) covers textbook chapters 1(p. 11-33), 2, 3, 4, 11, 12, 19, Appendix C, and associated materials. It is scheduled for **Thursday, 3/18 from 4:45-5:45 PM in S-43.**
  - **Alternative Dates for Exams:** There will be no make-up opportunities for the exams, but if you notify the instructor by email 2 days in advance, you may take the exam in the Instructional Testing Office (LC-123) on one of the alternate dates prior to the scheduled exam date. Check with the Instructional Testing Office at (408) 864-5426 to verify their hours. Make certain to bring a photo ID, a #2 pencil, your ParScore form, and your Test ID Number. Prepare your ParScore by writing and bubbling in your name, the Test ID Number which you selected at the start of the class (start at the left in the ID field--leave the 10th space **on the right** blank) and Test Form "A". You may leave everything else on the ParScore form blank. Ask for Michele Fritz's exam for Business 10 Telecourse.
    - *Exam 1 alternates:* **Monday 2/2, Tuesday 2/3, or Wednesday 2/4 in LC-123.**
    - *Exam 2 alternates:* **Monday 2/23, Tuesday 2/24, or Wednesday 2/25 in LC-123.**
    - *Exam 3 alternates:* **Monday 3/15, Tuesday 3/16, or Wednesday 3/17 in LC-123.**
- **Business Simulation Game:** Introduction to Business is very broad, and at times it can feel like you are learning a whole new language. But successful business people need to know more than just buzzwords, they need to know how to apply the concepts to create thriving, successful businesses. The business simulation game will allow you to practice making business decisions as a new manager in the bicycle manufacturing industry. You and a partner will compete against another firm (the computer) to win customers and grow your business. As the game progresses, you will gain responsibilities in the company. You therefore will have the opportunity to practice what you have learned through the reading and videos.

To make the game a bit more exciting, you will be playing for extra credit points. By the end of the quarter, the team(s) that performed the best in the class in terms of profits and shareholder value will earn extra credit points towards their grade. Each person in the partnership that has the highest level of profits and the highest level of shareholder value in 2009 will earn 5 points. If the same team has the highest level of profits and SHV, then the partners will each earn 10 points. As assignments are turned in, I will compose *Mike Street Journal* articles for the listserv, so you can keep tabs on how your competitors are doing.

At several points during the quarter, there will be assignments from the simulation that you will need to turn in to your instructor. You should print out the required reports from the simulation program, and attach your written assignment. Written assignments should be typed, double spaced, in a standard font size of 10 or 11. Note that printouts from the simulation do not count towards the page count of the assignment! Written assignments will be graded and available for pickup at LCW102 approximately two weeks after the due date of the assignment.

There are three ways that you may elect to turn in your assignment. You may fax it to the Distance Learning Center, mail it, or bring it in to LCW-102. In each case you must include a [cover sheet](#), which can be printed from the instructor's web site. Emailed assignments will not be accepted. To fax your assignment, use one of DLC FAX numbers listed on the first page of this document. To mail your assignment, use the DLC address listed on the first page of this

document, and mark the envelope with "Attention: Michele Fritz". To drop off your assignment in person, use the Homework Drop Box inside LCW-102 during office hours, or the Homework Drop Box outside the back door of LCW-102 after hours.

*Late written assignments will be docked a letter grade. Assignments which are more than 7 days late will not be accepted. Assignments which do not contain the required Mike's Bikes Reports will be returned to the student ungraded.*

- **Written Assignment 1 (20 points):** Accounting Exercise is due in the DLC by **noon on Thursday, 1/29.**
- **Written Assignment 2 (20 points):** Progress Report is due in the DLC by **noon on Thursday 2/19.**
- **Written Assignment 3 (40 points):** Report for the Board of Directors (2-3 pages) is due in the DLC by **noon on Thursday, 3/11.**

***Grading Policy:***

Your evaluation in this course will be divided as follows:		
<b>Course Requirement</b>	<b>Point Value</b>	<b>Percentage</b>
2 out of 3 Exams (lowest grade dropped)	80 Points	50%
3 Business Simulation Game Assignments	80 Points	50%
<i>Total</i>	160 Points	100%

***Assignment of Grades:***

Grades will be assigned to students based on the total points earned in the course. You may access your final grades on the web at <a href="http://www.deanza.edu/my">http://www.deanza.edu/my</a> or through the Star System (408)-777-9394 or (650) 917-0509.	
<b>If Your Total Points Are</b>	<b>Resulting Grade</b>
144 to 160	A
128 to 143	B
112 to 127	C
96 to 111	D
Less than 96	F

***Dropping the Course:***

Students are responsible for submitting the appropriate form to drop the course. Courses may be dropped by using the Star system or on the De Anza web site. It is very difficult to tell in a distance learning course whether or not a student is still attending, so all students who do not drop the course on their own will receive the letter grade they earned.

***Academic Integrity:***

Students who plagiarize, submit the work of others as their own, or cheat on exams will receive an F in the course and will be reported to college authorities.

**Syllabus:**

Please refer to the [weekly homework assignments](#) posted on the instructor web site for detailed homework instructions.

<b>Dates</b>	<b>Topics</b>
Week 1: 01/05-01/11	Course Orientation
Week 2: 01/12-01/18	Introducing Business, Highlighting Small Business & Selecting a Form of Business Ownership
Week 3: 01/19-01/25	Accounting for Management, Managing Risk, & Marketing Products
Week 4: 01/26-02/01	Promoting Products, Defining Products, & Pricing Products
Week 5: 02/02-02/08	Distributing Products, Managing Operations, & Managing Business Information
Week 6: 02/09-02/15	Managing Short Term Financing, Managing Long Term Financing, & Managing a Business
Week 7: 02/16-02/22	Establishing a Business Organization, Managing Human Resources, & Managing the Work Environment
Week 8: 02/23-02/29	Handling Labor Relations, Responding to Change, & Defining Economic Systems
Week 9: 03/01-03/07	Contending with Government Involvement, Accommodating Business Law, & Understanding Money
Week 10: 03/08-03/14	Promoting Social Responsibility & Competing in a Global Environment.
Week 11: 03/15-03/21	Course Wrap-Up

**Cable TV Schedule:**

*Cable TV Schedule*

Week #	Video #	Lesson Title	CCN 1: Mondays, 7:00 - 8:30 AM	CCN 1: Wednesdays, 5:30 - 7:00 PM	CCN 2: Saturdays, 4:30 - 6:00 PM
1		No Broadcast	1/5/04	1/6/04	1/10/04
2	1 10 9	Introducing Business Highlighting Small Business Selecting a Form of Business Ownership	1/12/04	1/19/04	1/17/04
3	25 26 16	Accounting for Management Managing Risk Marketing Products	1/19/04	1/26/04	1/24/04
4	20 17 19	Promoting Products Defining Products Pricing Products	1/26/04	2/2/04	1/31/04
5	21	Distributing Products	2/2/04	2/9/04	2/7/04

	18 8	Managing Operations Managing Business Information			
6	23 24 11	Managing Short-Term Financing Managing Long-Term Financing Managing a Business	2/9/04	2/16/04	2/14/04
7	12 13 14	Establishing a Business Organization Managing Human Resources Managing the Work Environment	2/16/04	2/23/04	2/21/04
8	15 2 3	Handling Labor Relations Responding to Change Defining Economic Systems	2/23/04	3/1/04	2/28/04
9	5 4 22	Contending with Government Involvement Accommodating Business Law Understanding Money	3/1/04	3/8/04	3/6/04
10	6 7	Promoting Social Responsibility Competing in a Global Environment	3/8/04	3/15/04	3/13/04
11		No Broadcast	3/15/04	3/22/04	3/20/04
12		No Broadcast	3/22/04	3/29/04	3/27/04