

**DE ANZA COLLEGE, FALL 2014**  
**BUS 10-08: INTRODUCTION to BUSINESS**

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**I. General Course Information**

**Instructor/** **Dr. Richard Brien:** Contact Hrs: **MW 12:30-1:15 PM, Baldwin** or by appointment;  
**Contact Info:** **brienrichard@fhda.edu**

**Section:** **BUS 10-08, 1:30-3:45 PM, MW, September 22-December 8, 2014, ADM 102**

**Required Materials:** **1) Text: Collins, Exploring Business, Ver 2.0, Flat World Knowledge.** To find how to access the text and the options you have for buying it and related materials go to [students.flatworldknowledge.com](http://students.flatworldknowledge.com) and start with the professor's name (mine-Brien) or the institution (De Anza).  
**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; 4) daily Internet access;** and, **5) personal email.**

**Course 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 (i.e., marketing, operations, human resources, accounting and finance) and identify the interests and roles of key business stakeholders (i.e., 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 as practiced in world-class businesses. The course includes participation as a manager in a firm operating in the bicycle market, as simulated by the business game, **Mike's Bikes**.

**Tutoring:** Group and/or (possibly) individual tutoring, specific to this class, will be available in the Student Success Center during the quarter—more details directly from the tutor in Week 3.

**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 course, and be reported to the appropriate person(s) in the central administration of De Anza College for further disciplinary action.

**Grading:** Your course grade will be determined as follows:

	<u>Components</u>	<u>Course Grade Values</u>
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	10	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.**

## **II. Business 10-08: Fall 2014, Assignments Calendar**

<b>Week</b>	<b>MW Dates</b>	<b>Topics/Text Assignments</b>
1 <b>SEPT</b>	<b>9/22-24</b>	Ch. 1: Business Basics; Measuring Business Performance; Ch. 12P*: The Accounting Process and the Income Statement (pp 342-351)
2	<b>9/29-OCT 1</b>	Chs. 1 & 12P Cont.
3	<b>10/6-8</b>	Ch. 3: Business in a Dynamic Global Environment (BDGE)
4	<b>10/13</b>	Ch. 5P: Imp. of Entrepreneurship & Small Business (pp 121-130 and 139-146) Chs. 1, 12P, 3, 5P, 12P: 'BeFaChMO' Vs. 'SaDuHa'
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4 <b>OCT</b>	<b>WED 10/15</b>	<b>EXAM 1: Chs. 1, 12P, 3, 5P</b>
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5	<b>10/20-22</b>	Ch. 9: Marketing Management <b>Mikes Bikes: Register/Pay by 10 PM, Tuesday, October 28; See Mike's Bikes Calendar on next page</b>
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6	<b>10/27-29</b>	Ch. 9: Marketing Management Cont.; Ch. 10P New Product Development (Secs 1, 2, 3, 7, Figs 10.4 & 10.6)
7	<b>11/3-5</b>	Ch. 11P: Operations Management (Secs 1, 3, 5.4, 6, 7)
8 <b>MON</b>	<b>11/10</b>	<b>NO CLASS: VETERANS DAY</b>
	<b>11/12</b>	Ch. 12P: Accounting, Cont.: Balance Sheet, Cash Flow, Accrual Basis, Ratios
	<b>FRI 11/14</b>	<b>LAST DAY TO DROP WITH A W</b>
9	<b>11/17</b>	Chs. 9, 10P, 11P, 12P
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9 <b>WED</b>	<b>11/19</b>	<b>EXAM 2: Chs. 9, 10P, 11P, 12P</b>
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10	<b>11/24-26</b>	Ch. 13: Financial Management; Ch. 6: Management Structure & Processes
11	<b>12/1-3</b>	Ch. 7P: Human Resources (HR); Ch. 2P: Ethics & CSR
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12 <b>MON</b>	<b>12/8</b>	<b>EXAM 3: Chs. 13, 6, 7P, 2P</b> <b>Mike's Bikes Firm Reports &amp; Peer Evaluations (Bonuses) Due</b>
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12 <b>THUR</b>	<b>12/11</b>	<b>FINAL EXAM: 1:45-3:45, THIS CLASSROOM</b>

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

**\*\*\*\*\*SEE MIKE'S BIKES CALENDAR ON NEXT PAGE\*\*\*\*\***

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**MIKES BIKES CALENDAR**

<b>Week</b>	<b>Date</b>	<b>Assignments</b>
5	10/20-22	Begin Registration & Payment; Firm Assignments; In-Class Demo; <b>DEADLINE TO PAY: TUESDAY, OCT 28, 10:00 PM LOCAL TIME</b>
6	10/27	In-Class Demos
6	10/29	<b>Practice Round with HOMEWORK</b>
7	11/3-5	FYs 1 & 2 Decisions
8	11/12	FY 3 Decisions
9	11/17	FY 4 Decisions
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9	11/19	<b>EXAM 2: Chs. 9, 10P, 11p, 12P</b> <b>Also: Mike's Bikes FY 5 Decisions</b>
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10	11/24-26	FYs 6 & 7 Decisions <b>(FY 7 IS LAST MB DECISION-YEAR)</b>
11	12/1-3	Prepare MB Firm Report & Peer Evaluations
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12 MON	12/8	<b>EXAM 3: Chs. 13, 6, 7P, 2P</b> <b>Mike's Bikes Firm Reports &amp; Peer Evaluations (Bonuses) Due</b>

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