

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

---

**I. General Course Information**

**Instructor/** Dr. Richard Brien: Office Hrs: MW 12:30-1:15 PM, or by appointment, Baldwin Winery  
**Contact Info:** 864-8999 Ext. 3263; [brienrichard@fhda.edu](mailto:brienrichard@fhda.edu) (Phone is problematic; please use email.)

**Section:** BUS 10-05, 1:30-3:45 PM, MW, ADM 102, January 5-March 23, 2015

**Required** 1) Text: Collins, *Exploring Business, Ver 2.0, Flat World Knowledge*. To find how to  
**Materials:** access the text and the options you have for buying it go to [students.flatworldknowledge.com](http://students.flatworldknowledge.com)  
and start with the professor's name (mine-Brien) or the institution (De Anza); 2) Also required: *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.

**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 SLOs below 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 (e.g., 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*.

**Participation:** To achieve the course objective, you must participate actively in 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 exam or project involved, 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	<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 shown in the Assignments Calendar; **NOTES:**  
**1) Dates are subject to change—watch for emails and postings on Course Studio; 2) The 2 highest exam scores will be counted in your course grade at 20%; and, 3) NO MAKE-UP EXAMS will be given.**

## **II. Business 10-05: Winter 2015, Assignments Calendar**

<b><u>Week</u></b>	<b><u>Date</u></b>	<b><u>Topics/Text Assignments</u></b>
1	1/5-7	Ch. 1: Business Basics; Measuring Business Performance; Ch. 12P* (pp 342-351): The Accounting Process and the Income Statement
2	1/12-14	Chs. 1 & 12P Cont.
	1/19	<b>NO CLASS: MLK, JR HOLIDAY</b>
	1/21	Ch. 3: Business in a Dynamic Global Environment (BDGE)
4	1/26-28	Ch. 5P (pp 121-130 and 139-146): Importance of Entrepreneurship & Small Business Chs. 1, 3, 5, 12P 'BeFaChMO' Vs. 'SaDuHa'
<b>5 MON</b>	<b>2/2</b>	<b>EXAM 1: Chs. 1, 12P, 3, 5P Mike's Bikes: Begin Registration &amp; Payment; Firms Assigned; In-Class Demo</b>
5	2/4	Ch. 9: Marketing Management <b>Start Mike's Bikes: SEE SEPARATE MIKE'S BIKES CALENDAR on P. 3</b>
6	2/9-11	Ch. 9: Marketing Management Cont.
7	2/16	<b>NO CLASS: GW HOLIDAY</b>
	2/18	Ch. 10P (Secs 1, 2, 3, 7, Figs. 10.4 & 10.6): Product Design & New Product Development (NPD)
8	2/23-25	Ch. 11P (Secs 1, 3, 5, 4, 6, 7): Operations Management
	<b>FRI 2/27</b>	<b>LAST DAY TO DROP WITH A W</b>
9	3/2	Ch. 12P: Managerial Accounting—Financial Statements, Accrual Basis, Selected Ratios
<b>9 WED</b>	<b>3/4</b>	<b>EXAM 2: Chs. 9, 10P, 11P, 12P</b>
10	3/9-11	Ch. 13: Financial Management
11	3/16-18	Chs. 6: Management Structures & Processes; Ch. 7P: Human Resources Management; Ch. 2P: Ethical, Legal & Social Codes of Business Behavior
<b>12 MON</b>	<b>3/23</b>	<b>EXAM 3: Chs. 13, 6, 7P, 2P Mike's Bikes Firm Reports &amp; Peer Evaluations (Bonuses) Due</b>
<b>12 TUE</b>	<b>3/24</b>	<b>FINAL EXAM: 1:45-3:45 PM, THIS CLASSROOM</b>

\*A 'P' after an assigned chapter means partial—you are responsible for only certain topics in that chapter. The page and/or section numbers are from Ver 2.0 of the text but will be similar for Ver 1.0; if you're not sure what's in and what's out, see me.

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

**DE ANZA COLLEGE, WINTER 2015**  
**BUS 10.05: INTRODUCTION to BUSINESS**

---

**MIKES BIKES CALENDAR**

<b>Week</b>	<b>Date</b>	<b>Assignments</b>
5	2/2-4	Begin Registration & Payment; Firm Assignments; In-Class Demo; <b>DEADLINE TO PAY: TUESDAY, FEBRUARY 10, 10:00 PM LOCAL TIME</b>
6	2/9	In-Class Demos
6	2/11	Practice Round
7	2/18	FY 1 Decisions
8	2/23-25	FYS 2 & 3 Decisions
9	3/2	FY 4 Decisions
<hr/>		
9	3/4	<b>EXAM 2: Chs. 9, 10P, 11, 12P Also: Mike's Bikes: FY 5 Decisions</b>
<hr/>		
10	3/9-11	FYs 6 & 7 Decisions ( <b>FY 7 IS LAST MB DECISION-YEAR</b> )
11	3/16-18	Prepare MB Firm Report & Peer Evaluations
<hr/>		
12 MON	3/23	<b>EXAM 3: Chs. 13, 6, 7P, 2P</b> <b>Mike's Bikes Firm Reports &amp; Peer Evaluations (Bonuses) Due</b>

---