

Syllabus for BUS-10 (D0647) Introduction to Business

Course Information

Semester & Year: Spring 2025

Course ID & Section #: D8885

Instructor's name: Dr. Laurie McKendry

In-Person (F2F) Course: **Thursdays 12:45 – 3:45 pm**

Location: D-Yard

Course units: 3

Required Textbooks

1.) *BUSN 12: Introduction to Business, 2023*

Cengage

ISBN: 9780357122945

2.) *Diversity in the Workplace: Eye-Opening Interviews to Jumpstart Conversations about Identity, Privilege, and Bias, Williams, 2020, Rockridge Press (ISBN # 9781641529044).*

Instructor Contact Information

Contact: Use Q&A Forum in Canvas for questions outside of class.

Catalog Description

An introduction to the trends and opportunities in today's dynamic global business environment surveying economics, global markets, social responsibility, ownership forms, entrepreneurship, management organization, marketing, accounting and financial management.

Course Student Learning Outcomes

Major Learning Objectives/Outcomes:

- Analyze situations and apply business terms and concepts to make business decisions.
- Communicate effectively as writers, listeners, and speakers in social and business settings.

Additional Learning Objectives:

1. The ability to identify key components of the business environment.
2. Define economics and discuss the global economic crisis.
3. Explain the key reasons for international trade.
4. Describe how companies evaluate their efforts to be socially responsible.
5. Explain the importance of excellent business communication.
6. Describe the characteristics of the four basic forms of business ownership.
7. Explain the size, scope, and economic contributions of small business.
8. Describe the role of accounting in business and how accounting information is used by various stakeholders.
9. Identify the goal of financial management and the issues financial managers confront as they seek to achieve this goal.

10. Explain the role of financial markets in the U.S. economy and the key players in these markets.
11. Explain each element of marketing strategy.
12. Describe the promotional mix and the various promotional tools.
13. Outline core pricing objectives and strategies.

Who should take this class?

We are all interacting with the business world all the time! This class will help students learn more about what goes on “behind the scenes” in the business world. BUS 10 is beneficial for students who just want to be more informed consumers, those who may want to start their own business and those who have an interest in working for a business.

Prerequisites/co-requisites/ recommended preparation

none

Accessibility

College of the Redwoods is committed to making reasonable accommodations for qualified students with disabilities. If you have a disability or believe you might benefit from disability-related services and accommodations, please contact your instructor using an “Ask CR” sheet.

Student Support

Good information and clear communication about your needs will help you be successful. Please let your instructor know about any specific challenges that might affect your participation in class. College of the Redwoods wants every student to be successful.

The following online resources are available to support your success as a student:

- Library Research – Use the “Ask a Librarian” sheet for research requests required for your classes.
- Counseling/Advising – Use the “Ask CR” for help with academic planning questions.
- PB Scholar’s Handbook – Contains important information about the program.
- EOPS [Extended Opportunity Programs & Services \(EOPS\)](#) provides services to eligible income disadvantaged students including: career academic and personal counseling, school supplies, workshops, and more! You may receive an invitation to apply sometime at the beginning of the semester.

Evaluation & Grading Policy

Below are the **grading points** for final course grade.

A	95%
A-	90%
B+	87%
B	83%
B-	80%
C+	77%
C	73%
D	63%
F	Less than 63%

Late Assignment Policy & Understanding Life's Challenges

Assignments submitted after the deadline may be subject to point deductions. I understand that life inside can be unpredictable and overwhelming, and you don't need to apologize for late or missed assignments. Your education is a personal journey, and I trust you're doing your best under the circumstances. Everyone faces unique challenges, from institutional demands to personal responsibilities.

As a business student, practicing time management and contacting your professor before an assignment is due demonstrates commitment and discipline. In line with professional standards, it's important to communicate in advance if you anticipate delays—just as you would in a workplace. Proactive communication can help you avoid late penalties and ensure a smoother academic experience.

Class Participation

This is a F2F class. What that means is that most of our instruction and engagement will happen in class (face to face) on **Thursdays 12:45 – 3:45 pm**. To receive full credit, you will need to actively participate in discussions and activities in class.

The college environment is a place of scholarly and professional development. As such, in all our interactions, we should maintain an attitude of kindness, respect, and a core emphasis on acquiring knowledge. Dissent and differences of opinion are natural and encouraged, as long as they are centered on the subject matter and not the individuals involved. Higher education encourages us to explore diverse ways of thinking. By being receptive to novel viewpoints, you can enrich and enhance your educational journey.

Academic Honesty

In the academic community, the high value placed on truth implies a corresponding intolerance of scholastic dishonesty. In cases involving academic dishonesty, determination of the grade and of the student's status in the course is left primarily to the discretion of the faculty member. In such cases, where the instructor determines that a student has demonstrated academic dishonesty, the student may receive a failing grade for the assignment and/or exam and may be reported to the Chief Student Services Officer or designee. The Student Code of Conduct is available by request. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is also available in print, by request.

AI Policy and Guidelines for This Course

- **AI Limitations:** Generative AI tools are not flawless. Always verify their accuracy and relevance.
- **AI Use in Research:** Do not rely solely on AI tools or accept their outputs without verification from multiple sources.
- **Reporting AI Use:** Include an "AI Use" section in assignments, specifying the tools and prompts used. Failure to report AI usage breaches academic integrity policies.
- **Original Work:** Do not copy AI outputs directly. Rephrase and process them in your own words.
- **Academic Integrity:** Suspected plagiarism from AI will lead to a meeting, and the assignment may receive a 0.

Developing these skills can be an excellent investment in your academic and professional future, but they must be used correctly!

Disruptive Behavior

Student behavior or speech that disrupts the instructional setting will not be tolerated. Disruptive conduct may include but is not limited to: unwarranted interruptions; failure to adhere to instructor's directions; vulgar or obscene language; slurs or other forms of intimidation; and physically or verbally abusive behavior. In such cases where the instructor determines that a student has disrupted the educational process, a disruptive student may be temporarily removed from class. In addition, the student may be reported to the Chief Student Services Officer or designee. **Students and faculty will follow all behavior rules and regulations required by CDCR.**

Emergency procedures

College of the Redwoods staff, faculty and students will follow the direction of custody staff at PBSP in the event of an emergency.

Inclusive Language in the Classroom

College of the Redwoods aspires to create a learning environment in which all people feel comfortable in contributing their perspectives to classroom discussions. It therefore encourages instructors and students to use language that is inclusive and respectful.

Fall SEMESTER 2025

Date	To Remember
August 22	Last day to register for classes (day before the first class meeting)
August 23	Classes begin
August 29	Last Day to add a class
September 1	Labor Day (All Campuses Closed)
September 5	Last Day to Drop & Receive a Refund
September 7	Last Day to Drop w/out a "W"
September 8	Census Date (20% of class)
October 30	Last Day to Petition to Graduate & Petition for Certificate
October 31	Last Day for Student/Faculty Withdrawal
Nov 11	Veterans Day (All Campuses Closed)
Nov 24-28	Fall Break
Dec 13-19	Final Examinations

Dec 19	Semester Ends
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Course Assignments

Reading

We will be reading 13 chapters from the BUSN 12 textbook and the entire *Diversity in the Workplace* book.

Assessment Activities	Points Available	Percentage of Grade
Assignments (5 X 20)	100	37%
Knowledge Dives (6 with various point values)	70	26%
Business Project Spotlight: Our Business Plan (100 pts)	100	37%
TOTAL	270	100%

Assignments:

Assignments will be based on our text, *BUSN12:Introduction to Business*. Available in Canvas and as a printed handout.

Knowledge Dives (75 points – 6 with varying point values): You will answer 5 questions per chapter.

BUS-10 Final Paper/Presentation Rubric (Total: 100 Points)

Available in Canvas and as a printed handout.

Course Schedule and Assignments: Available in Canvas and as a printed handout.

The course calendar is tentative and subject to change by instructor:

Each week is one-week long beginning Monday 12:01 am and ending Sunday 11:59 pm