

## Course Information

Semester & Year: Fall, 2025

Course ID & Section #: BUS-10-E9070 (059070) Intro to Business

Instructor's name: Matthew Cendejas

Day/Time: Tuesdays 6:05pm – 9:15pm

Location: HU129

Number of units: 3

## Instructor Contact Information

Phone number: 707-498-3212

Email address: [matthew-cendejas@redwoods.edu](mailto:matthew-cendejas@redwoods.edu)

Office location: No Location

Office hours: Can talk before or after class, email me/ask during class to schedule

## Required Materials

Textbook title: BUSN

Edition: 11<sup>th</sup>

Author: Marcella Kelly, Chuck Williams

ISBN: [9781337407120](#)

## Catalog Description

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

## Course Student Learning Outcomes *(from course outline of record)*

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

## 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 or [Disability Services and Programs for Students \(DSPS\)](#). Students may make requests for alternative media by contacting DSPS based on their campus location:

- Eureka: 707-476-4280, student services building, 1<sup>st</sup> floor
- Del Norte: 707-465-2324, main building near library
- Klamath-Trinity: 530-625-4821 Ext 103

If you are taking online classes DSPS will email approved accommodations for distance education classes to your instructor. In the case of face-to-face instruction, please present your written accommodation request to your instructor at least one week before the needed accommodation so that necessary arrangements can be made. Last minute arrangements or post-test adjustments usually cannot be accommodated.

## Student Support

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

## Evaluation & Grading Policy

I will update grades on canvas weekly.

**Late Assignment Policy:** There is NO LATE WORK accepted

**Grading Scale:** A = 94% and above A- = 90% - 93% B+ = 87% - 89% B = 83% - 86% B- = 80% - 82% C+ = 77% - 79% C = 73% - 76% C- = 70% - 72% D+ = 67% - 69% D = 63% - 66% D- = 60% - 62% F = below 60%

Grading Rubric:

TWO BOOK EXAMS (50 points each)	100 POINTS
BUSINESS PLAN WEEKLY ASSIGNMENTS (12 total)	250 POINTS
END OF SEMESTER PRESENTATION	100 POINTS
QUIZZES (10 POINTS EACH)	150 POINTS
DISCUSSION FORUM POSTS	250 POINTS
PROFESSIONAL DEVELOPMENT ASSIGNMENTS (Resume & Cover Letter) (75 points each)	150 POINTS
<b>TOTAL POINTS FOR THE SEMESTER</b>	<b>1000 POINTS</b>

Grading Policy:

All grades will be assigned after a careful examination of the work submitted. Any disagreements concerning the grading of assignments, exams or project must be resolved within three weeks of receiving the grade. No adjustment will be made after this period.

## **Admissions deadlines & enrollment policies**

*TBD*

## Special accommodations statement

### ADA Compliance:

College of the Redwoods complies with the Americans with Disabilities Act in making reasonable accommodations for qualified students with disabilities. Please present your written accommodation request at least one week before the first test so that necessary arrangements can be made. No last-minute arrangements or post-test adjustments will be made. If you have a disability or believe you might benefit from disability-related services and accommodations, please see me or contact [Disability Services and Programs for Students](#). Students may make requests for alternative media by contacting DSPS based on their campus location:

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## Student feedback policy

I will write feedback on some of your work submitted/turned in and I encourage you to ask me questions if you are concerned or curious on a grade. You can contact me via email any time of the hour, any day. And you can text me anytime during the daytime if you have questions about anything. Also, please read the feedback I give you on your coursework. Some of your assignments may require revisions and my feedback should either; let you know what you did great on, what you could think about for your next re

## **EXAMS**

Our Exams will be taken on Canvas in the “Quizzes” tab.

There are two exams, a midterm and a final.

## **EXPECTATIONS**

Here are a few of my expectations that will help create an awesome class environment.

- Be respectful to your classmates via the weekly discussions on Canvas
- Be respectful to classmates who have different opinions
- When someone is speaking during class, give them your attention
- Be open to listening to various opinions
- Encourage one another to speak up during class discussions
- When you get assigned to your group, exchange contact information so you have a class buddy to text/email and ask questions
- What are you hoping to get from this class?

## Academic dishonesty

In cases involving academic dishonesty, determination of the grade and of the student's status in the course is left 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 ([AP 5500](#)) is available on the College of the Redwoods website. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the [College Catalog](#) and on the [College of the Redwoods website](#).

## Disruptive behavior

Student behavior or speech in class or in the discussion posts that disrupts the learning environment 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. The Student Code of Conduct ([AP 5500](#)) is available on the College of the Redwoods website. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the [College Catalog](#) and on the [College of the Redwoods website](#).

## Academic dishonesty

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 ([AP 5500](#)) is available on the College of the Redwoods website. Additional information about the rights and responsibilities of students, Board policies, and administrative procedures is located in the [College Catalog](#) and on the [College of the Redwoods website](#).

## Class participation and Attendance policy

If you miss more than 4 classes your grade will drop by 10%.

# Eureka Campus Emergency Procedures

Please review the [campus emergency map](#) for evacuation sites, including the closest site to this classroom (posted by the exit of each room). For more information on Public Safety go to the [CR Police Department-Public Safety](#) It is the responsibility of College of the Redwoods to protect life and property from the effects of emergencies within its own jurisdiction.

In the event of an emergency:

1. Evaluate the impact the emergency has on your activity/operation and take appropriate action.
2. Dial 911, to notify local agency support such as law enforcement or fire services.
3. Notify Public Safety 707-476-4111 and inform them of the situation, with as much relevant information as possible.
4. Public Safety shall relay threat information, warnings, and alerts through the Everbridge emergency alert system, Public address system, and when possible, updates on the college website, to ensure the school community is notified.
5. Follow established procedures for the specific emergency as outlined in the College of the Redwoods Emergency Procedure Booklet, (evacuation to a safe zone, shelter in place, lockdown, assist others if possible, cooperate with First Responders, etc.).
6. If safe to do so, notify key administrators, departments, and personnel.
7. Do not leave campus, unless it is necessary to preserve life and/or has been deemed safe by the person in command.

## Emergency procedures / Everbridge

College of the Redwoods has implemented an emergency alert system called Everbridge. In the event of an emergency on campus you will receive an alert through your personal email and/or phones. Registration is not necessary in order to receive emergency alerts. Check to make sure your contact information is up-to-date by logging into WebAdvisor <https://webadvisor.redwoods.edu> and selecting 'Students' then 'Academic Profile' then 'Current Information Update.'

Please contact Public Safety at 707-476-4112 or [security@redwoods.edu](mailto:security@redwoods.edu) if you have any questions. For more information see the [Redwoods Public Safety Page](#).

In an emergency that requires an evacuation of the building anywhere in the District:

- Be aware of all marked exits from your area and building
- Once outside, move to the nearest evacuation point outside your building
- Keep streets and walkways clear for emergency vehicles and personnel

Do not leave campus, unless it has been deemed safe by the campus authorities.

## Communication Guidelines

I prefer email as a way of communication; however, my phone number is on the syllabus and if you need to know something and the due date is approaching and you think texting me would be quicker that it totally fine. I won't mind if you text me and have a question. Just consider using email if there is enough time for you to get a response within 24 hours. I will respond to you within 24 hours, however on weekends there is a chance I will have no service and not get back to you until late Sunday or early Monday.

As a reminder there are privacy rights. Including the legal rights of students that prevent information from being disclosed to anyone (including parents/guardians) without the student's prior written consent. So you can feel safe to let me know something going on in your life that will distance yourself from a class assignment or discussion posts. I understand that life can happen, things come up, etc. Just let me know so I can be aware that maybe you will need an extension on an assignment. And I will accommodate you if you let me know before an assignment/quiz is due.

## Regular Effective Contact

This learning experience can be enhanced with the more communication you have with each other and with your instructors. I will give you feedback on assignments and reach out to me anytime if you would like to have a further discussion about the grade or material. I am available for online "office hours". Send me an email if you would like to discuss class material over zoom.

If you have a business you are running, wanting to start or in a prototype phase of something great, let me know! I would love to chat business with any aspiring entrepreneur.

## Policies - additional

Be active on the discussion posts.

You will lose points if you do not post in the discussion AND a respond to TWO classmates posts each week.

10 points for posting in the Discussion

5 points for TWO reply's

= 20 points for each discussion

I can't express it enough how important it is that each student is active and engaging on the discussion post. The more communication there is between students and the more ideas you spread with each other the better!

# 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.

## Setting Your Preferred Name in Canvas

Students have the ability to have an alternate first name and pronouns to appear in Canvas. Contact [Admissions & Records](#) to request a change to your preferred first name and pronoun. Your Preferred Name will only be listed in Canvas. This does not change your legal name in our records. See the [Student Information Update form](#).

### A LIST OF ONLINE BUSINESS SOURCES

Here is a list of websites that are sustainability focused business sites! You may find them useful during the semester. They could come in handy to reference for discussion forum posts too!

<http://grist.org/>

<http://www.greenbiz.com/>

<http://www.theguardian.com/sustainable-business>

<http://www.treehugger.com/>

<https://netimpact.org/>

<http://www.theguardian.com/environment> <http://www.enn.com/>

<http://www.thepeoplesnews.net/>

<http://www.corporateknights.com/channels/>

[http://www.sciencedaily.com/news/earth\\_climate/sustainability/](http://www.sciencedaily.com/news/earth_climate/sustainability/)

<http://www.huffingtonpost.com/news/sustainability/>

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## Canvas Information

Log into Canvas at <https://redwoods.instructure.com>

Password is your 8 digit birth date

For tech help, email [its@redwoods.edu](mailto:its@redwoods.edu) or call 707-476-4160

Canvas Help for students: <https://www.redwoods.edu/online/Help-Student>

Canvas online orientation workshop:

<https://www.redwoods.edu/online/Home/Student-Resources/Canvas-Resources>

## Technology skills, requirements, and support

Students can obtain a free [Office 365 license](#) (includes Word, Excel, PowerPoint and more) with a valid CR email.

Necessary Computer Skills - [instructor: identify the computer skills necessary for students to succeed in your course.]

Technology Requirements (computer, other hardware, and software) - [instructor: identify the computer requirements and any hardware or software necessary for students to succeed in your class.]

Technology Support - [instructor: identify your role in providing technology support]

Before contacting Technical Support please visit the [Online Support Page](#). For password issues with Canvas, Web Advisor or your mycr.redwoods.edu email, contact [its@redwoods.edu](mailto:its@redwoods.edu) or call 707-476-4160 or 800-641-0400 ext. 4160 between 8:00 A.M. and 4:00 P.M., Monday through Friday.

## Gender-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 gender-inclusive and non-sexist to affirm and respect how people describe, express, and experience their gender. Just as sexist language excludes women's experiences, non-gender-inclusive language excludes the experiences of individuals whose identities may not fit the gender binary, and/or who may not identify with the sex they were assigned at birth. Gender-inclusive/non-sexist language acknowledges people of any gender (for example, first year student versus freshman, humankind versus mankind, etc.), affirms non-binary gender identifications, and recognizes the difference between biological sex and gender expression.

# Student Support Services

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

- [CR-Online](#) (Comprehensive information for online students)
- [Library Articles & Databases](#)
- [Canvas help and tutorials](#)
- [Online Student Handbook](#)

[Counseling and Advising](#) offers academic support and includes academic advising and educational planning

Learning Resource Center includes the following resources for students

- [Academic Support Center](#) for instructional support, tutoring, learning resources, and proctored exams.
- [Library Services](#) to promote information literacy and provide organized information resources.
- Multicultural & Diversity Center [waiting for hyperlink and Mission]
- Math Lab & Drop-in Writing Center

Special programs are also available for eligible students include

- [Extended Opportunity Programs & Services \(EOPS\)](#) provides financial assistance, support and encouragement for eligible income disadvantaged students at all CR locations.
- The TRiO Student Success Program provides eligible students with a variety of services including trips to 4-year universities, career assessments, and peer mentoring. Students can apply for the program in [Eureka](#) or in [Del Norte](#)
- The [Veteran's Resource Center](#) supports and facilitates academic success for Active Duty Military, Veterans and Dependents attending CR through relational advising, mentorship, transitional assistance, and coordination of military and Veteran-specific resources.
- Klamath-Trinity students can contact the CR KT Office for specific information about student support services at 530-625-4821
- The [Honors Program](#) helps students succeed in transferring to a competitive four-year school.

## **COURSE CALENDAR**

You can view our course calendar by clicking on the “Syllabus” Tab in our class homepage on Canvas or on the right side of our canvas page you should see a link that says “View Calendar”.

## **AI Use Class Policy**

Generative AI tools, such as ChatGPT and Google's Bard, are likely to be widely used in the workplace moving forward. It's important for you to understand how to use them ethically and effectively. For that reason, in this class, you will sometimes be invited to use such a tool in the completion of an assignment. In this class, using generative AI tools is not cheating if the outputs are screened by you for accuracy, bias, appropriateness, and fidelity to your perspective

