

# Syllabus for BUS 10 (V9071)

## Introduction to Business

### Course Information

Semester & Year: Fall 2024 **This course runs from August 23rd – December 19<sup>th</sup> (16 weeks!)**

Course ID & Section #: V9071

Instructor's name: Dr. Laurrie McKendry

Instructor Contact Information: [laurrie-mckendry@redwoods.edu](mailto:laurrie-mckendry@redwoods.edu)

Online Asynchronous Course: **ONLINE**

Location: **ONLINE**

Course units: 3

### Required Textbooks

- 1.) *BUSN 12: Introduction to Business w/MindTap*, 12<sup>th</sup> edition, 2023  
Cengage  
ISBN: 9780357122969 (w/ MindTap)

### 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

## 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 a 10% deduction.

I recognize that life can be unpredictable and sometimes even overwhelming. Remember, you don't need to apologize for late or missed submissions. Your education is a personal journey, and I trust you're giving it your all. Everyone has multiple priorities — from schoolwork to jobs, family commitments, and health concerns.

However, in keeping with the professional standards of this business course, it's essential to communicate in advance if you anticipate delays — just as you would in a professional setting. Proactive (ahead of time) communication can help you avoid the late penalty and ensures a smoother academic experience for all.

## Online Participation

MindTap software will be used in this course. Full instructions can be found in Canvas under the *Register for MindTap: BUSN 12e: Introduction to Business* Module

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 Use Policy

Please see the AI policy for this course below. You are encouraged to use ChatGPT or similar Generative AI tools in this class. These tools are becoming increasingly common for use in academic and professional settings. This will be an opportunity for you to learn the tools but ***please note the requirements and limitations mentioned in the policy description below.***

You can sign up for a free account to access commonly used AI tools below:

- OpenAI: <https://chat.openai.com/auth/login>
- Microsoft: Bing AI - Search
- Claude: Claude

### **AI Policy, Student Responsibilities, and Limitations of AI Use**

1. Generative AI tools are imperfect and require refinement from the user to maximize the usefulness of the results.
  - a. To get started, please read the following article to learn more about ChatGPT and how to improve the results that it gives you: [How to use ChatGPT for this course](#). Please see above for other tools similar to ChatGPT for you to explore.
  - b. Don't exclusively use AI tools for research and certainly don't trust the results as factual. It is your responsibility to use multiple sources to validate results.
  - c. Please use the following convention for reporting any AI use in this class:
    - i. Include a brief note under the title of "AI Use" at the end of the assignment that defines the AI tools used and the prompts that you used to get the results.

***Failure to report this information will result in a violation of the Academic Dishonesty policy at CR.***

\* Credit: Professor Ethan Mollick, Wharton School of Business

### **Fall 2025 Dates**

| <b>Date</b>    | <b>To Remember</b>  |
|----------------|---|
| 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 Holiday (district wide closure)                             |
| September 5    | Last Day to Drop & Receive a Refund                                   |
| September 7    | Last Day to Drop w/out a "W"  |
| September 8    | Census Date   |
| October 31     | Last Day to Petition to Graduate & Petition for Certificate           |
| October 31     | Last Day for Student/Faculty Withdrawal                               |
| November 11    | Veteran's Day Holiday (District Wide Closure)                         |
| November 24-28 | Fall Break (No Classes)   |
| November 26-28 | Thanksgiving Holiday (District Wide Closure)                          |
| December 13-19 | Final Examinations  |
| December 19    | Last Day to File P/NP Option  |

| Date        | To Remember   |
|-------------|---------------|
| December 19 | Semester Ends |

## Course Assignments

### Reading

We will be reading 14 chapters from the BUSN 12 textbook and 13 sections of the Bedtime Business Stories book (1 of each for each week/module). I encourage you to read the additional chapters for your own personal benefit.

| Assessment Activities                                     | Points Available | Percentage of Grade |
|---|------------------|---------------------|
| Syllabus Knowledge Dive                                   | 10               | 2%                  |
| MindTap Knowledge Dives (14 x 25 pts)                     | 350              | 76%                 |
| Business Project Spotlight: My Business Plan Presentation | 100              | 22%                 |
| <b>TOTAL</b>  | <b>460</b>       | <b>100%</b>         |

### Syllabus Knowledge Dive (10 points)

You will answer 10 questions about the syllabus.

### MindTap Knowledge Dives (275 points – 25 points each week)

Each week you will complete a MindTap assignment worth 25 points. You will find this weekly assignment under each week's module. You will have 3 attempts at the assignment and your highest score will be added to your grade.

### Final Business Plan (100 pts):

Directions and rubric are under "assignments" and under **Week/Module 14 &15**

## Course Schedule and Assignments

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

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

## Educational Accessibility & Support

College of the Redwoods is committed to providing reasonable accommodations for qualified students who could benefit from additional educational support and services. You may qualify if you have a physical, mental, sensory, or intellectual condition which causes you to struggle academically, including but not limited to:

- Mental health conditions such as depression, anxiety, PTSD, bipolar disorder, and ADHD
- Common ailments such as arthritis, asthma, diabetes, autoimmune disorders, and diseases
- Temporary impairments such as a broken bone, recovery from significant surgery, or a pregnancy-related disability
- A learning disability (such as dyslexia, reading comprehension), intellectual disability, autism, or acquired brain injury
- Vision, hearing, or mobility challenges

Available services include extended test time, quiet testing environments, tutoring, counseling and advising, alternate formats of materials (such as audio books or E-texts), assistive technology, on-campus transportation, and more. If you believe you might benefit from disability- or health-related services and accommodations, please contact [Student Accessibility Support Services \(SASS\)](#). If you are unsure whether you qualify, please contact SASS for a consultation: [sass@redwoods.edu](mailto:sass@redwoods.edu).

SASS office locations and phone numbers

### *Eureka campus*

- Phone: 707-476-4280
- Location: Student Services Building, first floor

### *Del Norte campus*

- Phone: 707-465-2324
- Location: Main Building, next to the library

### *Klamath-Trinity campus*

- Phone: 707-476-4280

## Student Support Services

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.

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

### [CR Online Learning Support](#)

Tech support, laptop loans, guides to using Canvas, installing Office 365 for free, and more.

### [Library Articles & Databases](#)

Find the best library databases for your research.

### [Online Tutoring Resources](#)

Participate in tutoring over Zoom.

To learn more about the resources available to you, click on a title bar below, or click the down arrow to expand them all.

Klamath-Trinity students can contact the CR Klamath-Trinity Office for specific information about student support services at 530-625-4821.

## **Community College Student Health and Wellness**

### National Suicide Prevention Lifeline

If you are in distress or are with someone at risk right now, call or text the National Suicide Prevention Lifeline.

*Call the National Suicide Prevention Lifeline*

1-800-273-TALK (8255)

*Text the National Suicide Prevention Lifeline*

741-741

### Timely Care

When you're not feeling well physically or distressed mentally, Timely Care can offer the help you're looking for in just a few quick taps. Students can schedule an appointment anytime via phone, video, and chat. [Log in or set up an account with Timely Care.](#)

### Mental Health Counseling

Students should text, email, or fax Shawna Bell directly for scheduling and/or services.

Text: 707-496-2856

Email: shawnabmft@gmail.com

Fax and voicemail: 707-237-2318

### Wellness Central

Resources, tools, and trainings regarding health, mental health, wellness, basic needs and more designed for California community college students, faculty and staff are available on the California Community Colleges [Wellness Central](#).

## **Counseling**

[Counseling and Advising](#) can assist students in need of academic advising and professional counseling services. Call, email or stop by one of our offices to make an appointment!

### Counseling and Advising office locations and contact info

#### *Eureka campus*

- Phone: 707-476-4150
- Location: Student Services Building, first floor
- Email: [counseling@redwood.edu](mailto:counseling@redwood.edu)
- Hours: Monday through Friday, 9am to 4pm. Summer hours may vary

#### *Del Norte campus*

- Phone: 707-476-2300
- Location: Main Building, next to the library
- Hours: Summer hours may vary

#### *Klamath-Trinity campus*

- Phone: 530-625-4821
- Email: [KT-staff@redwoods.edu](mailto:KT-staff@redwoods.edu)
- Hours: Summer hours may vary

## **Basic Needs Center**

[The Basic Needs Center](#) provides for the health and safety of students by providing access to healthy food, financial resources, and referrals to safe and secure housing. [Submit a request for services and information.](#)

*Basic Needs Center contact info*

- Phone: 707-476-4153
- Email: [the-grove@redwoods.edu](mailto:the-grove@redwoods.edu)

## **Learning Resource Center**

The Learning Resource Center includes the following resources for students:

Library Services

[Library Services](#) promotes information literacy and provides organized information resources.

Multicultural and Equity Center (MCE)

The [Multicultural and Equity Center](#) is a dynamic and inclusive place that supports all students in their academic and personal journeys at the college. We do this by creating community, home away from home, and a safe place for cultural expression, cross-cultural learning, access to college and dignity resources, and social justice work opportunities. The MEC is committed to retention and student success by offering activities related to leadership development, student connectedness and student equity. We are a student-centered program that fosters respect for all people.

Academic Support Center

The [Academic Support Center](#) offers tutoring and test proctoring for CR students.

Student Tech Help

[Student Tech Help](#) provides students with assistance around a variety of tech problems.

## **Extended Opportunity Programs and Services (EOPS)**

[Extended Opportunity Programs and Services](#) (EOPS) provides services to eligible income disadvantaged students including: textbook awards, grants, career academic and personal counseling, transportation assistance, tutoring, laptop, calculator and textbook loans, priority registration, graduation cap and gown, workshops, and more!

## **TRiO Student Success Program**

The TRiO Student Support Services Program provides eligible students with a variety of services including academic advising, career assessments, assistance with transfer, and peer mentoring. Students can apply for the program with the [Eureka TRiO office](#) or the [Del Norte TRiO office](#).

## **Veterans Resource Center**

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.

## **CalWORKS**

California Work Opportunity & Responsibility to Kids ([CalWORKs](#)) provides supportive services to student parents with children under the age of 18, who are receiving cash assistance (TANF benefits), to become self-sufficient. Services

include: transportation assistance, basic student supplies, tutoring, priority registration, laptop and calculator loans, career, academic, and personal counseling, and more!

### **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. 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](#).

### **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. It does not change your legal name in our records. See the [Student Information Update form](#).

### **Canvas Information**

If using Canvas, include navigation instructions, tech support information, what Canvas is used for, and your expectation for how regularly students should check Canvas for your class.

Log into Canvas at

<https://redwoods.instructure.com> Password is your

6 digit birth date

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

### **Technology skills, requirements, and support**

As your instructor, I am pleased to be your first point of contact related to accessing your assignments and resources within the canvas course. If you have other technical issues not related to your assignments, you will want to contact the campus technical support or the publisher technical support. For all issues related to the course or course content, please email me at [Laurrie-McKendry@redwoods.edu](mailto:Laurrie-McKendry@redwoods.edu)

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

If the Redwoods server goes down or the power is out, you may not be able to access the Canvas course. When this happens, you can access your homework for the MindTap class by typing or copying this link into your browser: <https://account.cengage.com/login>. For issues related to access Cengage MindTap, visit their tech support live site, you submit a live chat request: <https://cengage.force.com/s/login/>

### **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.

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. It does not change your legal name in our records. See the [Student Information Update form](#).

### **Emergency procedures / RAVE**

College of the Redwoods has implemented an emergency alert system. In the event of an emergency on campus you can receive an alert through your personal email and/or phones at your home, office, and cell. Registration is necessary in order to receive emergency alerts. Please go to <https://www.GetRave.com/login/Redwoods> and use the “Register” button on the top right portion of the registration page to create an account. During the registration process you can elect to add additional information, such as office phone, home phone, cell phone, and personal email. Please use your CR email address as your primary Registration Email. Your CR email address ends with “redwoods.edu.” Please contact Public Safety at 707-476-4112 or [security@redwoods.edu](mailto:security@redwoods.edu) if you have any questions.

### [Del Norte Campus Emergency Procedures](#)

Please review the [Crescent City campus emergency map](#) for campus evacuation sites, including the closest site to this classroom (posted by the exit of each room). For more information see the [Redwoods Public Safety Page](#). In an emergency that requires an evacuation of the building:

- 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.