

Introduction to Business Course Syllabus

Bus 10 Sections 61Z, 67Z

6 Week Accelerated Online Format - Summer 2025

5 units - Michele Fritz

<i>Contact Type</i>	<i>Details</i>
Email Address:	Please email me using the Canvas Inbox. This is the email I check most frequently. Before or after the quarter, use fritzmichele at fhda.edu (Please note that Michele has one "L".)
Faculty Web Site:	http://www.deanza.edu/faculty/fritzmichele/ My web site contains resources for students.
Assignments due:	Each day during the first week , but after that on Tuesdays and Thursdays by 11:59pm PST. Exams are due on the weekends .

Course Objectives:

Introduction to Business is a survey course which provides a broad overview of the environment, principles, and functions of business. Students will gain a firm foundation in business terminology and practices in industry. Throughout the course students will have the opportunity to learn more about different functional areas and industries to start career planning.

Student Learning Outcome Statements (SLO):

1. Distinguish among the primary functions within a business, such as marketing, operations, human resources, accounting and finance, and identify the interests and roles of key business stakeholders, such as employees, management, owners, and society.
2. Demonstrate a working vocabulary of business terms.

Communications:

Have a question? Please reach out!

- **Use the Canvas Mail system**, in the global navigation menu labeled "Inbox". I respond to email daily, Monday through Friday. If it is a weekend or a holiday, you will hear from me on the next business day.
- **District Email:** fritzmichele@fhda.edu. Please include the course and the section in your email, because I teach several courses. Canvas email (above) is a better choice if you are already in one of my classes.
- **Phone:** Don't leave messages for me on my office phone because I do not check it regularly.
- **Student Cafe:** If it is the weekend or evening and you have a general question that is not private, you can try posting to the **Student Cafe** discussion in Canvas. Maybe one of your classmates has the answer!

How will I communicate with you?

- **Announcements:** I will post announcements several times per week in our Canvas course, but always on Mondays. If you have notifications set correctly as described in **Module 1**, you should receive an

email copy of these announcements. The two most recent announcements will also be posted at the top of the course home page. Announcements will cover upcoming deadlines, exams, and also feedback on topics of confusion for the class. For more complex assignments, I will announce when explanatory videos are created and posted so you can learn how to approach these assignments.

- **Canvas Mail:** I'll contact you through the email system in Canvas. You can access this feature by clicking on the "Inbox" icon in the left-hand global navigation menu. If you missed an assignment, you should expect to receive an email from me regarding your recovery options.

Required Materials:

- **Required E-book with Connect:** *Understanding Business: The Core* 3rd edition by Nickels, McHugh & McHugh, published by McGraw-Hill, 2023 [ISBN 9781266289019]. If you get a used book, you will still need to buy the **code** to access **Connect** for assignments. You can buy access at the **De Anza bookstore**, or online in our **Canvas** classroom for \$50.
- **Technology:** You will need the following technology to complete the course in Canvas:
 - You will need a **computer (not an iPad)** and **high speed access** to the Internet to access case study assignments and exams. Canvas has a student app available, which you can use on your phone for basic functions. [Technology loans](#) are also available for students who don't have a computer.
 - You will need the current version of one of these browsers to take exams: **Chrome, Edge, Opera** or **Brave**.
 - You will need the [Acrobat Reader](#) or some other PDF viewing application.
 - You will need a personal email address in order to receive important course announcements. Before the course starts, you should receive an email welcome message from the instructor. If that does not occur, you may need to add your instructor's email address to your email contacts to "whitelist" her. You can also set up notifications in Canvas to get text messages, if you prefer.

Course Requirements:

- **Summer courses** run for 6 weeks in an **accelerated** format! We normally take 12 weeks to cover the material in this 5-unit class. Since the class transfers to the UCs and CSUs, there is mandated content that cannot be reduced. In order to be successful, you have to commit to spending **twice** the amount of time that you would in a 5-unit class at De Anza. Students are strongly advised to log into Canvas **daily**.
- **Smartbook:** Each week you will be assigned **two to four** chapters to read and answer associated questions. If you get some questions incorrect, the Smartbook will direct you back to appropriate portions of the textbook. You will need to complete the assignment by the due date to earn full credit. These repeatable assignments will help you to learn the material and boost your grades.
- **Multimedia Materials:** There will be videos in each module to watch to help you understand the reading. The posted lecture slides are also a helpful starting point for you to take notes.
- **Mini-Sims:** Periodically we will have a simulation assignment which will allow you to apply what you have learned from the module. These give you an opportunity to use your new knowledge in a realistic situation. **Mini-sims are not repeatable** and late submissions will be penalized 10%.
- **Examinations:** There will be 2 **open notes** exams to test your ability to apply the material you have learned. You will need use **Connect** to take exams in a secure environment on a computer. (You cannot use an Ipad or phone.) Step by step instructions are available when you begin each exam. Students who miss an exam due date will be penalized 10% to take the exam late. The schedule is:
 - **Midterm** covers all assigned materials from Modules 1 to 3. **It is scheduled for the weekend of**

- o **week 3 of the course.** (See Canvas for specific dates.)
- o **Final Exam** covers all assigned materials from modules 4 through 6. **It is scheduled for Friday of week 6 of the course.**

Dropping the Class:

Students who miss **any** assignments in the first week will be dropped per the college policy. The instructor reserves the right to drop students who have stopped attending (2 or more incomplete assignments) or missed an exam without notifying the instructor. Those who need to withdraw are responsible for submitting their own transaction in the portal. Students who remain registered in the class will receive the grade earned. Please note, **refunds** on the McGraw-Hill Text with Connect are available for 14 days from the start of the quarter at: <https://mh.my.site.com/CSOM/s/website-product-return>. If you buy from the Campus bookstore, you will need to request a refund from them directly.

Academic Integrity:

Students who plagiarize, submit the work of others as their own, use Artificial Intelligence to cheat on exams will (at a minimum) receive a failing grade on that assignment and be reported to college authorities. Ignorance is not an acceptable excuse in a college classroom. If you are uncertain what behavior is acceptable, refer to the De Anza web site on [Academic Integrity](#).

Tips for Success:

Here are some ways that you can boost your performance in this class. Please take advantage of them!

- Read the textbook. Watch videos posted in the module to understand complex concepts. Most students benefit from taking **handwritten** notes on the text and videos. (Typing notes does not help your brain to process and remember information.)
- Use the **Recharge** feature in the Smartbook to reinforce information from prior modules.
- Schedule your work to complete tasks on time or early. **Late assignments are penalized**, and the penalties grow the longer you wait.
- Use the **Extra Practice** weekly throughout the quarter to review and prepare for case studies and exams by **testing yourself**.
- **Email** the instructor a question when you don't understand something.

Lesson Plan:

Date	Topics	Class Focus (Please see Canvas modules for specific assignments)
Week 1	The Global Business Environment	Chapters 1-3
Week 2	Marketing & Product Development	Chapters 11-12
Week 3	Starting A Business	Chapters 4-5 & Bonus A; Midterm Exam
Week 4	Management & Human Resources	Chapters 6-7 & 9-10
Week 5	Accounting & Operations	Chapters 14, 8, & Ratio Reference
Week 6	Finance, Risk, & IT	Chapters 15, 13, & Bonus B; Final Exam

Grading:

Grades will be entered in Canvas shortly after the due date.

Grade Scale

<i>If Your Canvas Grade is</i>	<i>Resulting Grade</i>
97.5% and up	A+
92.5% but < 97.5%	A
89.5% but < 92.5%	A-
87.5% but < 89.5%	B+
82.5% but < 87.5%	B
79.5% but < 82.5%	B-
77.5% but < 79.5%	C+
69.5% but < 77.5%	C (C- grade does not exist)
67.5% but < 69.5%	D+
62.5% but < 67.5%	D
59.5% but < 62.5%	D-
< 59.5%	F

Support:

<i>Type of Support</i>	<i>How to Obtain It</i>
Help with Concepts	Email me using the Canvas Inbox. (There are no scheduled office hours in Summer quarter.)
Canvas Technical Support	Click the ? icon in the left hand column of your screen in Canvas. There is technical support available from 5:00 PM to 8:00 am PST, seven days per week. Call 1-844-592-2207.
Exam Technical Support	During an exam, contact Proctorio support for 24/7/365 exam technical support. (Live chat on this page is the fastest if you are in the exam.)
Connect Technical Support	If you are having trouble with the McGraw Hill e-book or Connect , look here: https://www.mheducation.com/highered/support/student/connect/where-to-go-for-help.html
Disabled Students	All of the required video materials in this multimedia course have close captioning. If you need a different type of accommodation, please let your instructor know at the start of the quarter. If you are registered with DSS and have accommodations set by a DSS counselor, please be sure that your instructor has received your accommodation letter from Clockwork early in the quarter to plan how the accommodations will be applied in the course.