

San José State University
College of Business – School of Management

BUS3-10
Discovering Business
Fall 2017 – Section 1 - **#25808**

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| INSTRUCTOR: | Mark W. Schwartz, Ph.D. |
| Room: | BBC105 |
| Class Meeting (Days/Time): | Thursday 6:00 to 8:45 PM |
| Phone: | Office: 408-924-4848 |
| Office/Office Hours: | Duncan Hall 553: Tuesday and Thursday 4:30 – 5:30 PM and by appointment throughout week |
| E-mail: | mark.schwartz@sjsu.edu (<i>preferred contact method</i>) |

Course Description

This course simulates setting up a small business to explore the many facets of an enterprise (marketing, accounting, finance, management, information systems, etc.). Through self-assessment and readings, directs students toward career paths that best reflect their personal aptitudes and interests.

Course Goals and Student Learning Objectives

The purpose of “Discovering Business” is to provide new and incoming students a series of processes for self-assessment and personal goal development; an overview of today’s global business environment; and, the role business plays in our culture and the rest of the world. We will focus on business in today’s competitive world and look at the dramatic changes taking place in the business world. The course has the following goals and objectives:

Course Goals (aligned with the College of Business Program Goals {CBPG})

- 1) The students will demonstrate an understanding of basic business concepts (CBPG1). The course will provide a base level of business lexicon of terms and concepts to assure success in upper division business courses.
- 2) The course will review all aspects of critical business functions including general management, operations, manufacturing, purchasing & materials, marketing & sales, accounting & finance and human resources. The students will write a self-assessment report and prepare a career plan (CBPG2).
- 3) Socrates said “Know Thyself” as a fundamental element in living a happy and productive life. The course will provide an online self-assessment process for each student to determine their own unique learning and communications style and to reflect upon what they’ve discovered about themselves.
- 4) The course will provide a process to help students implement their college major and career choice decision. Each student will develop a formal and focused Career Management Plan that will help guide him or her during his or her academic and business life.

Course Prerequisites:

- Access to and ability to use a computer/tablet to be able to review online content and in-class activities. This course does not support the use of mobile devices for quizzes and assignments.
- **Reliable, high-speed internet access to use all online resources in real-time. This is very important as many online graded activities have limited time allotted to complete.**

REQUIRED Textbook: *Understanding Business*, hardcover **11th Edition**: Nickels, McHugh & McHugh. McGraw-Hill.

| 11 th Edition Version © 2016 | ISBN | URL |
|---|---------------|---|
| Loose-leaf | 9781259677731 | http://sjsu.bncollege.com |

Other Readings: On the SJSU “Canvas” Learning Management System class website and/or will be handed out in class, as needed. Canvas login “sjsu.instructure.com”

Academic Library Liaison (Dr. Martin Luther King Library):

Diana Wu: Librarian; Diana.Wu@sjsu.edu, Phone: (408) 808-2087

Classroom Protocol

Act as if you were in a business. You will be expected to take full responsibility for reading all class material, watching the chapter video and taking the chapter quiz *before the next class*; be prepared to participate in class discussion when called upon; get cases and assignments in on or ahead of time (“no excuses”); being to class on time, be respectful of all the other students and lecturer. There may or may not be quizzes or projects which are graded in class, which cannot be made up if you miss that class. Although much of the exam material will come from the text, there will be material in the quizzes and exams that comes from the discussion held during class. **NO CELL PHONE USE OF ANY KIND IN CLASS.**

No activity or class assignment can be made-up, unless approved by the instructor and with back-up documentation *ahead of time*. If student is absent from class, work may be turned in ahead of class period, not after class period. There will be No exceptions. No credit will be given for late work.

Assignments and Grading Policy

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in [University Policy S12-3](http://www.sjsu.edu/senate/docs/S12-3.pdf) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

Exams:

Three mid-term and one comprehensive Final exams will be given. See Syllabus for dates/material and grading for points credit. **All** cell phones, electronic devices and other wireless devices are required to be turned off and put away during all examinations. Any student caught cheating will be sent to the Office of Student Conduct and Ethical Development. The exams and final will be given in a proctored, in-class, online environment. Students can use their own Windows laptop, MacBook or iPad® to take the online exams. If the student does not have a laptop or the laptop is not working, a laptop will be provided for the exams.

Chapter Quizzes:

20 chapter quizzes will be given online outside of class. Online quizzes are **required to be completed prior to the start of the next class**. There is zero credit if the quiz is not taken by the start of class and partial credit is given if you're in the middle of the quiz when it times out (done automatically by Canvas software). There is a 20-minute time limit to take each quiz; and, each 20-question quiz is worth 10 points.

Homework:

The online Index of Learning Styles (ILS) Self-Reflection Paper, and written, printed/stapled Career Management Plan are assignments given for the semester.

Assignments:

All Assignments (both in writing and online) are ***due at the beginning of class***. There will be zero credit given for late assignments. Assignments can be turned in ahead of time. No activity or class assignment can be made-up, unless approved by the instructor and with back-up documentation *ahead of time*. If student is absent from class, work may be turned in ahead of class period, not after class period. There will be No exceptions. No credit will be given for late work.

Index of Learning Styles (ILS) Self-Reflection Paper:

This is an online part of the course where the student is asked to go through the process of self-assessment to determine their *own personal learning style and choose their optimum learning strategies*. The link to an online survey and Self-Reflection Paper will be given on the Learning Management System (Canvas). Once the student has finished the online survey and review his/her personal results, the student will complete a Self-Reflection paper after reflecting on their unique styles and matching their styles to the best learning strategies for their unique style.

Career Management Plan Paper:

Each student will submit a written strategic plan for the development of his/her career until retiring at age 65. "Start with the End in Mind" is the process used (adopted from Steven Covey and Peter Drucker). This is a highly-structured assignment where the student is required to answer the questions in the order given in the plan to get the most out of the process. This assignment also requires the student to begin the "networking" process by finding and holding informational interviews with people who hold or held their "ideal job" at the end of their careers.

Business Plan Presentation

Students will form groups of 4 and put together a business plan for a business or product of their choosing. Each group will make a 10 minute presentation, with each student presenting equal portions. We will work on these plans during the semester, and the groups will present over the course of the last few weeks of the semester. **CONTENT FROM THESE PRESENTATIONS WILL BE ON THE FINAL EXAM, SO STUDENTS ARE HIGHLY ENCOURAGED TO LISTEN CAREFULLY DURING THE GROUP'S PRESENTATIONS.**

Class Participation:

University policy [F69-24](http://www.sjsu.edu/senate/docs/F69-24.pdf) at <http://www.sjsu.edu/senate/docs/F69-24.pdf> states, "Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading."

It is expected that the students will come to every class prepared by reading the material, completing the assigned homework/quizzes and be ready to discuss the material in class. Although there are no points assigned for class participation much of the learning process can happen during interactive dialog of the classroom and thus, in class material will be used for the mid-term exams and final exam. The lecturer simply observes that the *attitude* of coming to every class reflects the commitment to learning, that the commitment to learning is essential for student success.

General class rules and expectations:

Act as if you were in a business. You will be expected to take full responsibility for reading all class material before the class; be prepared to participate in class discussion when called upon; be ready for pop quizzes throughout the term; get assignments in on or ahead of time (“no excuses”); being to class on time, etc... Although much of the exam material will come from the text, a significant amount of material that comes from the discussion held during class. Expectations about classroom behavior; see Academic Senate Policy S90-5 on Student Rights and Responsibilities.

EVALUATION:

The following states the course grading rubrics and expectations as per [University Greensheets \(Syllabi\) Policy F-06-2](http://www.sjsu.edu/senate/docs/F06-2.pdf) at <http://www.sjsu.edu/senate/docs/F06-2.pdf>.

| | | |
|---|---|---|
| 1 | Chapter Quizzes | 200 points (best 20 of 21 quizzes x 10 points each) |
| 2 | Index of Learning Styles survey (ILS) and Self-Reflection Paper | 100 points |
| 3 | Career Management Plan | 100 points |
| 4 | 3 Mid-Term Exams | 300 points total (3 exams x 100 points each) |
| 5 | Cumulative Final Exam | 200 points total |
| 6 | Business Plan Presentation | 100 points total |
| | TOTAL: | 1000 points maximum |

The student can see their current points total accumulated at any time during the course by going to the “Grades” tab in the course Canvas website as per University Policy F13-1 at: <http://www.sjsu.edu/senate/docs/SM-F13-1.pdf>

GRADES: The class grade is based on the total points accumulated in the course.

| CUMMULATIVE COURSE POINTS | | COURSE GRADE |
|---------------------------|-----|--------------|
| MAX | MIN | |
| 599 | 0 | F |
| 629 | 600 | D- |
| 669 | 630 | D |
| 699 | 670 | D+ |
| 729 | 700 | C- |
| 769 | 730 | C |
| 799 | 770 | C+ |

| | | |
|------|-----|-----------|
| 829 | 800 | B- |
| 869 | 830 | B |
| 899 | 870 | B+ |
| 929 | 900 | A- |
| 969 | 930 | A |
| 1000 | 970 | A+ |

Penalty for late or missed work:

Zero tolerance: Like in real-world business, if you're late you don't get any credit. Assignments are *due at the beginning of each class*. All submissions must be typewritten and turned in on paper, if required. Electronic submission on Canvas of the ILS Self-Reflection paper is required. If homework or quizzes are attempted turned in late, zero credit is given, as per automatic grading policies on Canvas. Assignments may be turned in early for full credit.

If the student does not turn in ALL of the written assignments and take all of the exams, the student will be give an "F" for the course.

University Policies

General Expectations, Rights and Responsibilities of the Student

As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with SJSU's policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises.

To learn important campus information, view [University Policy S90–5](http://www.sjsu.edu/senate/docs/S90-5.pdf) at <http://www.sjsu.edu/senate/docs/S90-5.pdf> and SJSU current semester's [Policies and Procedures](http://info.sjsu.edu/static/catalog/policies.html), at <http://info.sjsu.edu/static/catalog/policies.html>. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not address the issue, it is recommended that the student contact the Department Chair as the next step.

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester's [Catalog Policies](http://info.sjsu.edu/static/catalog/policies.html) section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic year calendars document on the [Academic Calendars webpage](http://www.sjsu.edu/provost/services/academic_calendars/) at http://www.sjsu.edu/provost/services/academic_calendars/. The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/policy/) is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the [Advising Hub](http://www.sjsu.edu/advising/) at <http://www.sjsu.edu/advising/>.

Consent for Recording of Class and Public Sharing of Instructor Material

[University Policy S12-7](http://www.sjsu.edu/senate/docs/S12-7.pdf), <http://www.sjsu.edu/senate/docs/S12-7.pdf>, requires students to obtain instructor's permission to record the course and the following items to be included in the syllabus:

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”
- It is suggested that the greensheet include the instructor’s process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
- In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

Academic integrity

Your commitment, as a student, to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy S07-2](http://www.sjsu.edu/senate/docs/S07-2.pdf) at <http://www.sjsu.edu/senate/docs/S07-2.pdf> requires you to be honest in all your academic course work. ***This also means that you will do your own work and not “cut-and-paste” using internet resources.*** Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The [Student Conduct and Ethical Development website](http://www.sjsu.edu/studentconduct/) is available at <http://www.sjsu.edu/studentconduct/>.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. [Presidential Directive 97-03](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the [Accessible Education Center \(AEC\)](http://www.sjsu.edu/aec) at <http://www.sjsu.edu/aec> to establish a record of their disability.

Student Technology Resources

Computer labs for student use are available in the Academic Success Center located on the 1st floor of Clark Hall and on the 2nd floor of the Student Union. Additional computer labs may be available in your department/college. Computers are also available in the Martin Luther King Library. A wide variety of audio-visual equipment is available for student checkout from Media Services located in IRC 112. These items include digital and VHS camcorders, VHS and Beta video players, 16 mm, slide, overhead, DVD, CD, and audiotape players, sound systems, wireless microphones, projection screens and monitors.

Learning Assistance Resource Center

The Learning Assistance Resource Center (LARC) is located in Room 600 in the Student Services Center. It is designed to assist students in the development of their full academic potential and to motivate them to become self-directed learners. The center provides support services, such as skills assessment, individual or group tutorials, subject advising, learning assistance, summer academic preparation and basic skills development. The LARC website is located at <http://www.sjsu.edu/larc/>

SJSU Writing Center

The SJSU Writing Center is located in Room 126 in Clark Hall. It is staffed by professional instructors and upper-division or graduate-level writing specialists from each of the seven SJSU colleges. Our writing specialists have met a rigorous GPA requirement, and they are well trained to assist all students at all levels within all disciplines to become better writers. The Writing Center website is located at <http://www.sjsu.edu/writingcenter/>

Peer Mentor Center

The Peer Mentor Center is located on the 1st floor of Clark Hall in the Academic Success Center. Peer Mentor services are free and available on a drop –in basis, no reservation required. The Peer Mentor Center website: <http://www.sjsu.edu/muse/peermentor/>

College of Business Program Goals (CBPG)

(Not all program learning goals are covered in every course)

Goal One; Business Knowledge: Understand basic business principles and demonstrate discipline-specific competencies as applied to local and global environments.

Goal Two: Communication: Communicate ideas clearly, logically, and persuasively in oral and written format, using technology appropriately.

Goal Three: Ethical Awareness: Recognize, analyze, and articulate solutions to ethical issues that arise in business.

Goal Four: Leadership, Teams and Diversity: Comprehend the challenges and opportunities of leading and working in diverse teams and environments.

Goal Five: Critical Thinking: Comprehend, analyze, and critically evaluate complex and unstructured qualitative and quantitative business problems, using appropriate tools and technology.

Goal Six: Innovation: Recognize, analyze, and articulate strategies for promoting creativity and innovation.

College of Business Policies

To ensure that every student, current and future, who takes courses at San Jose’ State University has the opportunity to experience an environment that is safe, attractive, and otherwise conducive to learning, the College of Business at San José State has established the following policies:

Eating:

Eating and drinking (except water) are prohibited in the theater/classroom. Students with food will be asked to leave the building. Students who disrupt the course by eating and do not leave the building will be referred to the Judicial Affairs Officer of the University.

Cell Phones and PDA’s:

Students will turn their cell phones and PDA’s off while in class. Students cannot answer or text in class as there is limited WiFi bandwidth in the theater/classroom. Also, phones cannot be in “hotspot” mode. Students whose phones disrupt the course and do not stop when requested by the instructor will be referred to the Judicial Affairs Officer of the University. No cell phones, smartphones or any other wireless devices allowed during exams or the final exam.

Computer Use:

In the classroom, faculty allow students to use computers only for class-related activities. These include activities such as taking notes on the lecture underway, following the lecture on web-based PowerPoint

slides that the instructor has posted, and finding Web sites to which the instructor directs students at the time of the lecture. Students who use their computers for other non-class related activities or who abuse the equipment in any way, at a minimum, will be asked to leave the class and will lose participation points for the day, and, at a maximum, will be referred to the Judicial Affairs Officer of the University for disrupting the course. (Such referral can lead to suspension from the University.) Students are urged to report to their instructors computer use that they regard as inappropriate (i.e., used for activities that are not class related).

SP17 BUS3-10 Section 1 Class Syllabus

(Subject to Change without Notice) VI

| Week | Date | Subject | In-Class Presentation/Work | On-line Quiz Due Date |
|-----------|--------------|--|--|-----------------------|
| 1 | 8/24 | Course Overview/Administrative/ Prolog | Purchase book; log into Canvas; online Computer/Internet | none |
| 1 | 8/24 | Business Overview/Entrepreneurship | Class Discussion | none |
| 2 | 8/31 | Business Environment | Chapter 1 | none |
| 2 | 8/31 | Understanding Economics and Business | Chapter 2 | None |
| 3 | 9/7 | Global Markets | Chapter 3 | Ch. 1,2 |
| 3 | 9/7 | Business Ethics | Chapter 4 + Ethics Presentation | Ch.3 |
| 4 | 9/14 | Team Business Plan | Group Preparation | Ch. 4 |
| 4 | 9/14 | Forms of Business | Chapter 5 | |
| 5 | 9/21 | MID-TERM EXAM #1 | Chapters 1-5 and Ethics | none |
| 5 | 9/21 | Business Plan | Business Teams Member Alignment | |
| 6 | 9/28 | Exam #1 de-brief; Entrepreneurship | Chapter 6 | none |
| 6 | 9/28 | Mgmt., Leadership and Employees; Career Management Plan <i>preview</i> | Ch7 and online ILS Self-Reflection Paper Due | Ch. 6 |
| 7 | 10/5 | Business Structures/Organizations | Ch. 8 & Career Center Pres. | Ch. 7 |
| 7 | 10/5 | Biz Functions: Manufacturing, Operations Program Management and Purchasing | Chapter 9 | Ch. 8 |
| 8 | 10/12 | Motivating Employees | Chapter 10 | Ch. 9 |
| 8 | 10/12 | Mid-Term Exam #2 Review | Chapters 6-10 | Ch. 10 |
| 9 | 10/19 | MID-TERM EXAM #2 | Chapters 6-10 | none |
| 9 | 10/19 | HRM: Recruitment and Retention | Chapter 11 | none |
| 10 | 10/26 | Customer-Centric Marketing | Chapter 13 | Ch. 11 |
| 10 | 10/26 | “Total Product” and Product Lifecycle | Chapter 14 | Ch. 13 |
| 11 | 11/2 | Market Channels and Distribution | Chapter 15 | Ch. 14 |
| 11 | 11/2 | Careers Discussion | Career Management Plan Due | none |
| 12 | 11/9 | Product Promotion and Advertising | Chapter 16 | Ch. 15 |
| 12 | 11/9 | Mid-Term #3 Review | none | Ch. 16 |
| 13 | 11/16 | MID-TERM EXAM #3 | Chapters 11 and 13-16 | none |
| 13 | 11/16 | Biz Function: Info. Technology; | Chapter BC-B | None |
| 14 | 11/23 | Thanksgiving – No Class | | |
| 14 | 11/23 | Thanksgiving – No Class | | |
| 15 | 11/30 | Financial Accounting in Business | Chapter 17 | BC-B |
| 15 | 11/30 | Biz Function: Financial Management | Chapter 18 | Ch. 17 |
| 16 | 12/7 | Securities Markets: Investing and Finances | Chapter 19 | Ch. 18 |
| 16 | 12/7 | Financial Institutions: US Treasury, etc... | Chapter 20 | Ch. 19 |
| | 12/14 | CUMULATIVE FINAL EXAM Thursday, Dec. 14th, 5:15 – 7:30PM | ALL | |

