

Introduction to Business Course Syllabus

Bus 10 Hybrid Section 03Y

12 Week Format - Winter 2026

5 units - Michele Fritz

<i>Quick Contact Information</i>	
<i>Type</i>	<i>Details</i>
Classes Meet:	Section 03Y meets 10:30 am to 11:45 am on Tuesdays and Thursdays in ADM 102.
Office Hours:	Mondays 1:00-2:40pm by Zoom (Enter the waiting room at the scheduled time using this link: https://fhda-edu.zoom.us/my/mfritz); Tuesdays & Thursdays 9:20-10:10 on campus in F-51J in building F-5.
Email Address:	Please email me using the Canvas Inbox, which I check most frequently. Before or after the quarter, use fritzmichele at fhda.edu (Note that Michele has one "L".)
Faculty Web Site:	http://www.deanza.edu/faculty/fritzmichele/ My web site contains resources for students.
Assignments Due:	Daily during the first week. After the first week, on or before Tuesdays and Thursdays at 11:59 pm PST .

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 several times per day, Monday through Friday. If it is a weekend or a holiday, you will hear from me on the next business day.
- **Office hours:** Drop in Mondays on Zoom, or Tuesdays and Thursdays on campus. If you need to go over an exam, please make an appointment by email for a time during my office hours.

- **District Email:** fritzmichele@fhda.edu. Please include the course and the section in your email, because I teach many different courses. Canvas email (above) is a better choice if you are already registered 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, class feedback and exams.
- **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. I will also contact you if I think you need to come to office hours for a longer discussion.
- **In Class:** We will have discussions in class, I will lecture on important concepts, and I will also use class time to provide feedback on assignments so that everyone has an opportunity to ask clarifying questions.

Required Materials:

- **Required Connect E-book:** Nickels, McHugh & McHugh, *Understanding Business: The Core*, 3rd edition, McGraw-Hill, 2025. Students can purchase this Connect package in our Canvas course for a low negotiated price (~\$50). You get access immediately. I do not recommend the [Bookstore](#) because it will cost more and they are slow to fulfill orders. If you get the book elsewhere, you still have to purchase **Connect** which costs more than our package. Please note that the complimentary access to the text will only last a few days. If you drop the course after purchasing the package, you can request a refund from McGraw Hill for 2 weeks using [this page](#).
- **Required Paper Forms:** Form 882-E available in the campus bookstore. You need 2 of these teal-colored forms for exams, along with a #2 pencil.
- **Photo ID:** You will need to show a government or school-issued photo ID to take our 2 exams. Pictures on your phone are not an acceptable substitute. All registered students can get a De Anza ID in the lower level of the cafeteria building.
- **Technology:** You will need the following technology to complete the course in Canvas:
 - You will need a **computer** and **high-speed access** to the Internet to access Canvas. [Technology](#) help is also available for students who need it.
 - You will need the [Acrobat Reader](#) or some other PDF viewing application.
 - You will need a **smartphone** to get credit for attendance and participate in class. One of your first assignments will involve registering for the app.
 - 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 (fritzmichele@fhda.edu) to your email contacts to "whitelist" her.

Course Requirements:

- **Smartbook:** Each week you will be assigned one to two 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 and allow you to retry. You will need to complete the assignment by the due date to earn 100%. There will also be videos to watch and articles to read to deepen your understanding.
- **Simulations:** This course uses mini-simulations that require you to respond to characters in a business scenario. These will help you apply what you have learned and to practice business skills.
- **Attendance/Participation:** In order to be successful in business, you have to show up! This class has mandatory class sessions in which complex concepts will be explained and you will have the opportunity to test your understanding using your phone and participate. *If you are feeling ill, please wear a mask to class to avoid transmitting to others.*
- **Examinations:** There will be 2 closed book exams using Scantron forms to test your ability to apply the material you have learned. You will need your photo ID to take the exams. Please follow the instructor's directions because academic integrity violations will be noted on your academic record. The schedule is:
 - **Midterm** covers assigned materials from Modules 1 to 6. It is scheduled for **week 6** of the course in **class**. (See Canvas for specific dates.)
 - **Final Exam** covers assigned materials from modules 7 through 11. **Final exam will be held Thursday 03/26/25 at 9:15 am in ADM 102.**

Lesson Plan:

Date	Topics	Class Focus (Please see Canvas modules for specifics)
Week 1	The Global Business Environment	Chapters 1 & 2
Week 2	Monetary Policy & Ethics	Chapters 3 & 16
Week 3	Intro to Marketing & Product Development	Chapter 11
Week 4	Marketing Mix in Depth	Chapters 12
Week 5	Starting a Business	Chapters 4 & 5
Week 6	Business Law	Bonus Chapter A; Midterm Exam
Week 7	Management	Chapters 6 & 7
Week 8	Human Resource Management	Chapter 9 & 10
Week 9	Accounting	Chapter 14
Week 10	Operations Management & I.T.	Chapters 8 & 13
Week 11	Finance & Risk	Chapter 15 & Bonus Chapter B
Week 12	Final Exam Week	Final Exam

Grading:

Grade Scale (Grades will be entered in Canvas shortly after the due date.)	
<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

Dropping the Class:

Students who miss **any** assignments or classes in the first two weeks will be dropped per the college policy. The instructor reserves the right to drop students who have stopped attending (2 or more incomplete assignments). 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

Academic Integrity:

Students who plagiarize, submit the work of others as their own, use Artificial Intelligence to answer assignments, or 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](#).

Artificial Intelligence Policy: For this course, the use of generative artificial intelligence applications, such as ChatGPT, Bard, Jasper, Sudowrite, and Claude, is strictly prohibited.

Tips for Success:

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

- Read the textbook chapter ***before*** the lecture on that topic. Even if you didn't understand it all, this provides you with the mental framework to understand the lecture and to participate.

- Before attempting a simulation, ensure that you have also watched the videos posted on the media page in the module. Most students benefit from taking notes on the text and videos. (Typing notes or using AI does not help your brain to process and remember information.)
- Since assignments are open for a week before they are due, schedule your work to complete tasks early or on time. **Late assignments are penalized.** Requests for extensions must be submitted by **noon** on the date following the due date of an assignment. Each student will obtain this privilege at most once during the quarter (and not during the drop period in the first 2 weeks).
- Use the **Recharge** feature in the Smartbook to reinforce information from prior modules.
- Use the **Flashcards** throughout the quarter to review and prepare for exams by **testing yourself.**
- Email the instructor or drop by office hours, when you don't understand something.

Support:

<i>Type of Support</i>	<i>How to Obtain It</i>
Help with Concepts	Email me or drop in to my office hours.
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.
Connect Technical Support	Please call: 800-331-5094 or send an email by visiting this website: https://mh.my.site.com/CXG/s/ContactUsWebForm
Disabled Students	All of the 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.