Dear Student:
Welcome to Distance Education at Cuesta College and the online version of Introduction to Business. My name is Neil Higgins and I will be your instructor for this course. This letter is to inform you of some of the important details prior to the start of this Summer 2017 class.

Instructor Contact Information
Instructor: Neil Higgins
Phone: 805.776.3008 (mobile)
Email: nhiggins@cuesta.edu

Course Overview
Welcome to BUS 245 Introduction to Business, a Distance Education course. In this course you will be exposed to key business disciplines including Economics, Finance, Accounting, Marketing, Human Resources, International Business and Ethics. You will become familiar with concepts and current thinking in each area, and will have the opportunity to analyze and apply these ideas to the business world. This is a course where you will bring your own work experience to our virtual classroom to create a robust learning environment. Expect your business acumen to grow through group discussions, and thought-provoking case study analysis.

Summer courses move quickly. Please be prepared to spend approximately 15-20 hours per week on coursework for this class. Are you wondering how successful you may be at a distance education course? Take the Self-Assessment Survey at http://www.cuesta.edu/student/aboutacad/distance/survey.html.

This course is taught using Canvas and Connect. These are Web-based tools used to facilitate teaching an online class. These platforms provide the framework for the BUS 245 class including PowerPoint presentations, student data files, the tools to receive and send course materials, and a grade book. Using Canvas, you can communicate with other students, and you can share materials and ideas with me, the instructor and other course participants via the discussion forum.

Student Learning Outcomes
- Understand and apply the various styles of leadership
- Identify the major components of an Income Statement and Balance Sheet for the purpose of evaluating the financial performance of a business
- Describe and analyze the elements of the marketing mix
- Recognize, evaluate, and propose solutions to problems in personnel, ethics, and communication
Class Requirements

This class is entirely online with no in-person class sessions. You will need to have access to an e-mail account and the internet. You will also need to purchase your textbook(s) prior to the first day of class. The textbook(s) are available in the college bookstore http://bookstore.cuesta.edu/. I have listed the textbook details below.

Understanding Business, Nickels National Hard Bound 11 edition with Connect Access Code Rental Program (available for best price in bookstore). You can buy Connect directly from McGraw-HILL, but I believe the price will be higher than what is offered through the Cuesta bookstore. A very good price has been negotiated for Cuesta students. You must have Connect Access, so DO NOT PURCHASE A NEW OR USED COPY OF THE BOOK WITHOUT THE ACCESS CODE, YOU WILL THEN HAVE TO PURCHASE A SEPARATE ACCESS CODE, ULTIMATELY COSTING YOUR MORE MONEY.

ISBN: 9781259784019

Authors: Nickels
Publisher: McGraw-Hill

Connect is the textbook’s online learning platform that will contain all of the course textbook reading, homework and exams. One option is to only purchase Connect, which comes with an e-text. If you want a hard copy textbook, you can rent it at the bookstore with the Connect access or you can purchase a used Understanding Business 11th edition but you will still need to purchase Connect for access to all homework, exams, and quizzes. I believe the Cuesta bookstore rental option will have the best value for you.

It is essential that you understand the basic concepts of email, web navigation and online communication to succeed in this course. Please visit Cuesta College’s Distance Education website at http://library.cuesta.edu/distance/index.htm for FAQs, online resources, and information on “how to survive an online course.”

Computer Requirements

The browser requirements and minimum qualifications required for this class are detailed in the following link: http://www.cuesta.edu/student/aboutacad/distance/faqs_technical.html.

- **Web Browser:** Microsoft Explorer 6.0 or Mozilla Firefox 5.6 or higher.
- **Computer Specs:** 1 GHz or equivalent computer and a minimum of 512 MB of system RAM (memory) running Windows XP or better. Speakers, Sound Card, Reliable DSL or Cable (not dial-up modem) Internet Connection.
- **Software:**
  - Microsoft Word 2007 or higher.
    - Microsoft Windows and Microsoft Word (or the entire Office 2010/2013 Professional Suite) may be purchased at a discount through www.ultimatesteal.com, www.journeyed.com, or http://collegesoftware.org/.
  - Adobe Flash Player. (http://get.adobe.com/flashplayer/)
First Assignment & Accessing Canvas and Connect

Your first assignment is to log into the class through Canvas @ https://cuesta.instructure.com (must use “s” after http) before the end of the second day of class, Tuesday June 13th at 11:59 PM.

- Your login ID is the same as your my.Cuesta login. It is: firstname_lastname.
- Your password is the same as for MyCuesta and your email. Passwords are case sensitive!
- Sign up for McGraw Hill Connect by signing into Canvas, selecting your BUS 245 class and then clicking on McGraw Hill Connect on the course navigation bar (left side). You can sign up using the access code that comes with the textbook if purchased through the bookstore. They also provide a 14 day trial period.

You will NOT BE able to access Canvas until the summer session begins on June 12th. Once you locate the site, please bookmark it or add it to your favorites for future reference.

Distance Education Reference and Support: http://cuesta.edu/academics/distance/index.html

McGraw Hill Connect Support: USA and Canada 800-331-5094 (toll-free)

College Policies / Assistance

Each student is required to follow all school guidelines and comply with all school deadlines including personal responsibility for adding and/or dropping this class. Drop dates are available on the academic calendar http://academic.cuesta.edu/admrreg/infodate.htm. Each student is responsible for obtaining updates or changes to the syllabus and/or assignments for the course.

Academic Honesty:

Students are responsible for being aware of and complying with the Academic Honesty Policy (refer to Cuesta College Schedule or Cuesta College Catalog). At the discretion of the instructor, students being academically dishonest (submitting another student’s work as your own, e.g. copying a computer file that contains another student’s work) will be dropped from the course. If the drop deadline has passed, students will receive a failing grade in the course. In addition, a “Student Incident Report” will be filed with the Vice President of Academic Affairs office.

Students With Disabilities:

If you have a disability and need accommodations in this class, please contact Disabled Student Program & Services at (805) 546-3148 or (805) 591-6215 NCC as soon as possible to ensure that you receive the accommodations in a timely manner. http://academic.cuesta.edu/acasupp/dsps/index.htm. You may also discuss your need for accommodations with the instructor.

Veteran:

If you are a Veteran, please contact Karen Andrews, Cuesta College’s VA Certifying Official - 546-3142. The Veteran Center is in room 6903. The Veteran Center hours are Mon. - Thurs. 9:00am to 4:00pm.

Counseling Center:

College life can compound other issues in one’s life. If you are feeling overwhelmed and feel you need help to maintain your personal balance – please contact our counseling center at 546-3138.

Library Services:

Circulation/Reserves: (805) 546-3155
Library hours:
SAN LUIS OBISPO CAMPUS: Monday - Thursday: 8:00 am - 8:00 pm,
Friday: 8:00 am - 4:00 pm, Saturday & Sunday: Closed.
NORTH COUNTY CAMPUS: Monday & Thursday: 8:30 am - 7:00 pm,
Tuesday & Wednesday: 8:30 am - 8:00 pm, Friday, Saturday & Sunday: Closed.
ARROYO GRANDE HIGH SCHOOL CENTER: Monday & Thursday: 5:30 pm - 7:30 pm.

Tutorial Services:
Promoting the academic skills, learning strategies and attitudes necessary for student success in all disciplines for ALL students.

Hours:
SLO: 9:00 am - 4:30 pm, Room 3300
NCC: 8:00 am – 5:00 pm, Room N3130

If you have any further questions prior to the first day of class, please feel free to email me at nhiggins@cuesta.edu. Otherwise, I look forward to getting to know you during the course of the summer session.

Thank you,
Neil Higgins