Orientation Letter
(Instructor Course Description) for
BUS 100 Section #14394
“Introduction to Business”

Class Starts on Monday, February 9, 2015

Note: Proctored Exams in COC TLC

Dear Students,

Greetings! Happy New Semester!

I hope that you had a great Winter Break and that you are ready to embrace learning about the fundamentals of business in Spring 2015.

My name is Diane Sionko, and I would like to welcome you to the online version of the “Introduction to Business” course (BUS 100). I am your professor, and I look forward to working with you at the College of the Canyons.

Please read this entire welcome letter before proceeding with the course. This letter will provide you with important information about the course, including how to log in, how to arrange for taking your proctored exams, and how much work is required.

So here goes. Happy reading!

What will you learn in this Introduction to Business Course?

This course is designed as a beginning college course in business administration. Upon successful completion of this course, students should be able to differentiate and analyze basic business concepts in such areas as: economic systems, leadership, management, entrepreneurship, marketing, human resources, accounting, finance, business ethics and law, sustainability, and globalization. Students should also be able to analyze a business case.
What if you are more experienced in business and would like to learn how to write a business plan or develop a marketing plan?

Please note that if you are an experienced business professional or advanced business student, this is probably not the course for you. There are other business department course offerings that can probably meet your specific needs, whether you would like to learn how to write a business plan or develop a marketing plan. Please see the COC College Catalog for a description of other great COC business courses that you might like to take.

Should you take this business course in the online format?

Only you can make that decision. But here is some information that may help you in making your decision. Students who do well in online college courses tend to share the following qualities:

- They are good at motivating themselves to complete work by deadlines.
- They are strong readers and communicate well in writing.
- They have effective time management skills.
- They enjoy active, cooperative learning experiences.
- They have reliable access to the Internet.
- They have basic computer skills, including the ability to cut/copy and paste between documents, send and receive e-mail attachments, and create and save documents in Microsoft Word or rtf format, create and save graphs/charts/diagrams in Microsoft Excel or Microsoft PowerPoint.
Will everything for this class be done online from the comfort of your own home, OR do you have to come to campus to take your exams?

This is an important question. This course is considered online, which means that all work will be done online and there are no physical classroom scheduled meetings. However, all online exams will be proctored at the physical TLC (Tutorial Lab) located at the physical Valencia Campus of the College of the Canyons. Exams are proctored in the TLC to ensure that they are completed without the aid of the textbook or notes in order to maintain the academic integrity and rigor of this course.

That means that you will have to make arrangements to come the physical COC Valencia campus to take the online proctored exams during the Spring Semester exam-proctoring hours of the TLC on certain dates.

Here are the scheduled dates for the BUS 100 Online proctored exams that are to be taken during the Spring Semester exam-proctoring hours of the TLC on the physical COC Valencia campus:

*Exam #1: Wednesday, March 4, OR Thursday, March 5, OR Friday morning, March 6, OR Saturday morning, March 7, 2015

*Exam #2: Wednesday, April 15, OR Thursday, April 16, OR Friday morning, April 17, OR Saturday morning, April 18, 2015

*Exam #3: Monday, June 1, OR Tuesday, June 2, OR Wednesday, June 3, OR Thursday, June 4, 2015

*Assessment Exam: Monday, June 1, OR Tuesday, June 2, OR Wednesday, June 3, OR Thursday, June 4, 2015

* NOTE: These dates are subject to the availability of the TLC to be open for proctoring online exams on these dates.

Please make sure that you can come to the physical COC Valencia campus to take your proctored exams on these dates during the Spring Semester exam-proctoring hours of the TLC.
How will you make your appointment to take your proctored exams at the TLC?

At the time of the writing of this orientation letter, here is what students need to do to make their appointment, as I understand it.

Students need to make a proctored exam appointment online at least one week in advance by going to http://www.canyons.edu/offices/TLC/Pages/default.aspx and follow the directions. **Note that your exam appointment must be made on one of the dates listed above for that exam.**

The COC TLC now REQUIRES that you make an appointment in advance to take your online proctored exams.

In addition, the COC TLC now REQUIRES that students submit their valid, current COC Student ID Card.

The TLC Exam Proctor’s telephone number is: 661-362-3194
The TLC Exam Proctor’s e-mail address is: TLCTestProctor@canyons.edu

If you live in Northern California or out-of-state, how can you take the proctored online exams at the COC Valencia campus?

If you live in Northern California or outside of California, then you will need to find an approved, authorized educational facility, such as a local community college or university where you can take your online proctored exams on the exam dates specified for this course.

If this out-of-geographic-area situation applies to you, please contact the TLC Exam Proctor (TLCTestProctor@canyons.edu) in the COC TLC Lab to get everything set up. Since there are a large number of students taking online classes at COC, please contact the TLC Exam Proctor right away. The TLC Exam Proctor has indicated that they will need **at least about two weeks in advance of each exam date** to verify the status of the educational facility, send out exam details to the proctor, and make the proper arrangements. **Also, please send me an e-mail to let me know that this situation applies to you as soon as you register for this course.**
What are the technology requirements for this online class?

- Reliable computer with reliable, consistent Internet access
- Up-to-date Internet browser, such as Mozilla Firefox
- Word document software (Microsoft Word)
- PowerPoint presentation software (Microsoft PowerPoint)
- Excel chart and graph software (Microsoft Excel)
- Valid COC My Canyons e-mail address that you check daily
- Computer skills, such as basic document creation and handling (how to cut/copy/paste from one document to another, how to create and save documents in Microsoft Word), how to attach documents to e-mail messages, how to create and save a graph/chart/diagram, etc. in Microsoft Excel or Microsoft PowerPoint.

How do you get started with this online introductory business course?

This course will be available on COC’s Blackboard course management system beginning Monday, February 9, 2015, at about 1:00 PM.

Do you have to login by a certain deadline?

You must log in by Tuesday, February 10, 2015 at 11:00 PM Pacific time (or you will be dropped from this course.)
How do you login to Blackboard?

Follow the Login instructions that are located at the COC Distance Learning Blackboard Orientation site:
http://www.canyons.edu/Offices/DistanceLearning/Pages/Blackboard.aspx

You will need the following to login:
- Your College of the Canyons Student ID number
- Username = your 7 digit Student ID number
- Password = student (You can change your password to something more secure by going to “Tools” and then “Personal Information”.)

Note: Please enroll in this course immediately, because it can take between 24—48 hours for a student’s name to appear in Blackboard after the student has registered for the course.

How do you purchase the required textbook for this course?

You can go to the COC Bookstore located at the Valencia campus, and ask to speak with the Bookstore Manager or the Textbook Manager. They should give you the course textbook which should include the proper Course Connect 3 web access code for online course materials that you will need for this online course. Here is the contact link for the COC bookstore:
http://coc.bncollege.com/webapp/wcs/stores/servlet/BNCBLocationAndContactView?langId=-1&storeId=24054&catalogId=10001

NOTE: Do NOT open the wrapping of the textbook until class begins. It is my understanding that the Bookstore will NOT accept textbook returns if the textbook is unwrapped. Check with the COC Bookstore Manager.
If you obtain the required textbook for this course from a source other than the COC Bookstore, then how can you purchase the required proper Course Connect 3 web access code for this online course?

The required textbook for this course is the **10th edition of Business Essentials**, by Ronald J. Ebert and Ricky W. Griffin (2015). The Publisher is Pearson.

**Also REQUIRED is the Pearson Course Connect 3 web access code.**

If you obtain the required 10th edition of this textbook from a source other than the COC Bookstore, then it is my understanding that you can purchase the proper Pearson Course Connect 3 web access code from the Pearson Publisher directly.

**If this situation applies to you**, please contact the Pearson Publisher, and **read your course syllabus that will be available to you on the first day of this online class with additional information about purchasing the correct Pearson Course Connect web access code separately.**
Are you ready for this online class?

- The **Online Learning Readiness Assessment** site provides assessments to help you determine whether an online class is right for you. Click on this link to access the assessments. http://www.canyons.edu/Offices/DistanceLearning/Pages/Assessments.aspx

- If you are taking an online class for the first time, you may consider taking Counseling 070 (**Becoming a Successful Distance Learning Student**). This link provides information about Counseling 070, a one-unit course designed to improve your success in online courses. http://www.canyons.edu/Offices/Counseling/Pages/Courses.aspx

- If there are **technical skills** with which you need assistance, you may visit COC’s Online Learning web site for some tutorials: http://www.canyons.edu/Offices/DistanceLearning/Pages/MiniTutorial.aspx

- Please read all the **Tips on How to Succeed in Distance Learning**: http://www.canyons.edu/Offices/DistanceLearning/Pages/SucceedInDistanceLearning.aspx
Do you have the motivation and time to commit to this online course?

If you are already familiar with taking online college courses, this class will likely feel comfortable. If this is the first time that you that you will take an online college course, then it is important to realize that there are differences between the online environment and the traditional physical classroom. Since your professor is not physically visible to you in the online environment, it is possible that you may forget about the work required for success in this course. That means that learning online requires good time management skills.

There is a substantial amount of effort required for this course, which may include discussion boards, business case analysis, research, readings, writing essays, quizzes, proctored exams, and other assignments. You may expect to spend MANY HOURS per week completing the reading and other work assignments for this course. You may also expect to log in to this class every day for the duration of the course.

If all of this sounds like more than you can manage, perhaps a traditional physical classroom course is for you. There are BUS 100 Spring 2015 course sections that meet in physical classrooms. You may wish to register for one of these courses. (See COC Spring 2015 Schedule of Classes.)

But if you are highly motivated to learn and analyze the fundamentals of business, then this is the course for you. In our BUS 100 course, motivated students learn to carefully assess business issues and develop critical thinking skills needed in the working environment. In addition, students have the opportunity to interact with a wide variety of students of diverse backgrounds and experiences without the limitations of physical classroom time constraints.

Once again, I would like to welcome you to our BUS 100 online course. I look forward to meeting you online on February 9, 2015.

Sincerely,

Diane Sionko  
Professor of Business  
College of the Canyons  
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