June 2016

Dear Hybrid BUS 100 Student,

Welcome to the hybrid section of BUS 100 Principles of Accounting I at College of the Canyons. My name is Bob Maxwell and I am your instructor for this course. This orientation letter will provide you with an overview of the course to help you determine if it is appropriate for your educational goals. If you have additional questions after reading this letter, please send me an e-mail at robert.maxwell@canyons.edu. I will respond as soon as possible.

**What Does “Introduction to Business” Cover?**

This course is designed to provide a broad overview of how businesses operate in the U.S. economy and is useful for anyone who wants to understand these concepts. The course introduces the field of business administration, examining how U.S. and global business policies and practices are affected by the interaction of economic systems, culture, legal, political, and financial institutions. Topics covered include economic systems, leadership, entrepreneurship, strategic management, organizational structure and communication, marketing, accounting, finance, stock market, operations, information technology, human resources, organized labor, ethics, social responsibility, sustainability, and globalization.

**How Is This Class Different From a Regular Class?**

This class follows a “flipped classroom” model in which the typical lecture and homework elements are reversed. Instead of listening to a lecture in class, then doing homework assignments, you will be doing homework assignments before the class meeting and spending the in-class time working on activities or discussions.

The typical class structure will look like this:

1. For each chapter, you will be asked to read the chapter and to complete an online, self-paced assessment study module before the class meeting. The purpose is to make sure you are familiar with the major concepts in the chapter before our class meeting on those concepts. This online study module will be graded and will be due before the beginning of the class session.
2. In class, we will have an activity that will apply the major concepts to the real world. These activities may include watching and discussion a video, analyzing a case study, listening to a guest speaker, and/or class/group discussions. These activities will be graded for participation. Students will need to be present during the class meeting to earn the participation points, so **attendance is important for success in the class**.
3. After the class meeting, students will complete an online quiz over the chapter concepts outside of class. This quiz will be graded.

This class meets one day a week, instead of the traditional two days. Since you are only spending half the normal time in class, you will be expected to spend the other half (and more) outside of class working online on assignments and assessments. All of the assessment study modules and the chapter quizzes will be completed outside of the class meeting time. We will cover about one chapter per week, so the pace of the class will be quick.
**Required Materials and Technology**

*Required Textbook:* The textbook we will be using is *Business Essentials, 11th edition* by Ebert and published by Pearson. You will also need to have an access code for MyBizLab, which will be used for the online assessment study module, homework assignments, and chapter quizzes. Both the textbook and the MyBizLab access code are available together in a customer bundle at the COC Bookstore. Since this bundle includes the printed textbook in a loose-leaf format, it may be substantially cheaper than purchasing a hardback copy of the textbook. We have negotiated a special price with the publisher, so this option may also be the cheapest way to obtain the required MyBizLab access code, which also includes an e-book. You may contact the COC bookstore at (661-362-3255) or at the [COC Bookstore website](http://www.ccc.edu/cocbooks/).

*Course Management System:* We will be using the COC Canvas site as the course management system for this class. You will also be using MyBizLab for the online homework and quizzes. If you purchase the textbook package from the COC bookstore, the MyBizLab access code should be included in the package.

**Am I Ready for Online Coursework?**

The homework and weekly quizzes for this course will be completed using Canvas, an online course management system. Although not a requirement, it will be very helpful if you are familiar with using internet browser software (such as Firefox, Chrome, Internet Explorer, etc.), with sending and receiving e-mail, and with participating in online discussion boards. If you are unsure of your skill level and whether or not you are ready to take a hybrid class, you should consider enrolling in COUNS 070 Distance Learning & Strategies for Success.

**Challenges of a Hybrid Course**

If this is the first time you have taken a hybrid course, I’d like to point out some of the differences between the hybrid environment and the traditional classroom. The most important point to be made is that learning in the online world requires good time management skills and a consistently high level of self-motivation. We will be covering about one chapter per week and you will have online homework and an online quiz to complete for each chapter. It is possible that you may forget about the work required for success in this course. Or that you may wait until the last minute to complete required assignments. Successful students will need to take more ownership of their learning process in this class than a traditional class. The benefit for this extra work is the opportunity to participate in more enriching activities during class sessions that are not normally available due to time constraints.

If you have specific questions about this course, please contact me by phone at (661) 362-5926 or e-mail at robert.maxwell@canyons.edu. If you have general questions about distance learning programs at College of the Canyons, you may contact COC Distance Learning at (661) 362-3600 or visit the [COC Distance Learning Web Site](http://www.ccc.edu/cocdl/).

Sincerely,

Bob Maxwell, CPA
Professor, Business and Accounting
College of the Canyons