

BUSN 1101-001, 002
Introduction to Business & Professional Development
Spring 2017

This syllabus contains the policies and expectations established for BUSN 1101, Introduction to Business & Professional Development. Please read the entire syllabus carefully before continuing in this course. These policies and expectations are intended to create a productive learning atmosphere for all students.

<i>Instructor</i>	<i>Email</i>	<i>Telephone</i>	<i>Office Location</i>	<i>Office Hours</i>
Dr. Daryl L. Kerr	dlkerr@uncc.edu	704-687-7654	FRI 344-B	TR: 8:00 – 9:15 am 4:45 – 5:30 pm others by appointment

Classes	COMM 3160-H01	TR	9:30 – 10:45 am	Friday 386
	COMM 3160-H02	TR	11:00 am – 12:15 pm	Friday 386
	BUSN 1101-001	TR	2:00 – 3:15 pm	Friday 128
	BUSN 1101-002	TR	3:30 – 4:45 pm	Friday 128

Textbook *Introduction to Business & Professional Development for BUSN 1101*. Custom edition, Pearson Publishing, 2016

Course Description *BUSN 1101. Introduction to Business and Professional Development. (3)* Prerequisite: Belk College of Business major with less than 35 hours earned and approval of advisor. Fundamentals of business, including accounting, economics, finance, international business, management, management information systems, and operations and supply chain management. Other topics related to professional development include: career planning, business etiquette, oral and written communication, networking, and professional presence.

- Objectives** The objectives of this course are to:
- Introduce you to college life, UNC Charlotte, and the Belk College of Business
 - Understand how businesses are planned, developed, organized, and managed
 - Examine how businesses operate in our modern economic, political, and social environment
 - Examine the functional areas of business and the corresponding majors in the Belk College
 - Expand and enrich your business vocabulary and research skills
 - Create an awareness of the various career opportunities in business
 - Provide an atmosphere in which you can relate personal consumer behavior, work experience and business concepts.

Prospect for Success Every new freshman at UNC Charlotte must complete a “Prospect for Success” (PFS) course during their first semester. BUSN 1101 is the PFS course for students in the Belk College of Business. There are three student learning outcomes (SLO’s) for each new student.

Cultural Awareness – Students will demonstrate an understanding of themselves, and of others, as individuals whose worldview and capacities are shaped by culture and experience and a willingness to take the worldview and capacities of others into consideration.

Inquiry – Students understand or experience inquiry as an open-ended process that explores evidence and/or approaches to generate ideas/conclusions.

Commitment to Success – Students will identify specific and realistic goals for their collegiate experience, develop or exhibit strategies for achieving these goals, and recognize the need to make change in light of experience.

Information on these three outcomes and the related assignments will be discussed in class.

Course Exams, Assignments, Attendance & Participation	Exam # 1	18%	_____ x 0.18 = _____
	Exam # 2	18%	_____ x 0.18 = _____
	Exam # 3	18%	_____ x 0.18 = _____
	PFS Paper # 1	12%	_____ x 0.12 = _____
	PFS Paper # 2	12%	_____ x 0.12 = _____
	PFS Paper # 3	12%	_____ x 0.12 = _____
	Exercises	5%	_____ x 0.05 = _____
	Attendance & Participation	5%	_____ x 0.05 = _____
	Total	100%	_____

Grading Scale: A = 90 – 100; B = 80 – 89.99; C = 70 – 79.99; D = 60 – 69.99; F = 0 – 59.99

Guidelines for Student Success in BUSN 1101:

1. Students should read assigned chapters prior to class. Class time will be used to (1) reinforce important concepts from the text, (2) provide new information not in the text, and (3) as a platform for you to seek further clarification from the professor. Note that hours spent studying does not necessarily equate to an “A” grade -- only your performance as measured by the grades on exams and your assigned work. You have to demonstrate your *understanding and application* of the material; this is what determines your overall grade.
2. Students should take notes on the chapter readings prior to attending the class. If you have taken notes on chapter readings prior to class, you will have an easier time recording notes and following the class discussion. Students should take additional notes during class. This is not writing down every word that is spoken, but maximizing your understanding of key concepts and examples.

We will not have time to cover all textbook and other assigned material in class discussions. Students are responsible for all assigned material, whether or not it is discussed in class.

3. To get the most benefit from your college education, students should attend every class. You assume full responsibility for material covered and assignments given during a missed class. Please do not arrive late or leave early from class. In addition, please do not leave and return to the classroom during class time. This is very distracting to the learning environment, and it is unprofessional and disrespectful.

Attendance and participation is worth 5 % of your final grade. Aspects of attendance and participation include: (1) preparation for class (completed readings and notes on readings), (2) being on time to class, (3) attentiveness in class, (4) responsiveness to questions and comments from the instructor, and (5) remaining in class from the beginning until the end of the session.

4. You are responsible for getting notes and finding out details about assignments that have been discussed on days you are absent.
5. All students will be graded fairly and according to the total number of points earned on each assignment. Please do not ask me to grade you differently based on a personal circumstance, your full-time or part-time job, your visa status, your roommate/boy or girlfriend/family situation, or any other situation or issue.
6. All PFS papers must be typed. Please use **Times New Roman, 12 point font**. Always proofread and edit your assignments before submitting them for a final grade. These papers will be graded on content, format, organization, mechanics, grammar and spelling.
7. Assignments are due at the beginning of class. Late assignments will be accepted but with the following consequences.
 - After assignments are taken up at the beginning of class - 5 points
 - After class, but by 5:00 pm on the due date - 10 points
 - 1 business day late, by class time - 20 points
 - Each additional business day late, by class time - 20 points per day
8. Prepare for exams early. Ask questions and participate in class discussions throughout the semester. Examine your understanding of the material by using the Summary of Learning Objectives, Key Terms, Questions for Review, and Glossary sections found at the end of each chapter. Still need help? Form a study group of your peers and begin studying for the exam at least one week prior to the exam date.

The format for the exams is true-false and multiple choice. Please come prepared for exams with two # 2 pencils. Late admittance to exams may not be permitted. If possible, students who are unable to attend a scheduled exam must contact the professor before the exam and present documentation of a valid *medical emergency* in order to obtain permission to make up a missed exam. Note that it has to be a medical “emergency” to miss an exam. Make-up exams are in multiple-choice and short-answer format.

Students must display proper conduct during exams – (1) switch all electronic devices to the “off” position, (2) maintain a clear workspace (no personal belongings near desktop), (3) keep your eyes on your test booklet and answer form, and (4) cover your answers to prevent others from viewing your work. All hats must be removed or turned backwards. Once the exam begins, students may not leave the classroom and return. Be sure to take care of any personal needs before the exam begins. All test materials will be collected at the end of the exam period.

9. Communication with Dr. Kerr - Emails regarding this class are formal modes of business communication. Accordingly, email correspondence should be written in a formal manner. Proper email etiquette begins with a clear, direct subject heading to include your class name, with appropriate section number, and purpose of the email (e.g. BUSN 1101-001, Question about PFS Paper # 1). An appropriate salutation (e.g., “Dr. Kerr”) should also be included, followed by a colon, in the body of the message. Email messages should be written with appropriate grammar, punctuation, and tone.
10. The use of computers, smart phones or other communication devices is disruptive in class, and is therefore prohibited. Students using such devices will be asked to refrain from using them. This will also affect your Attendance & Participation Grade by five points per instance.
11. If you miss an exam or assignment, you will receive a “zero” unless you have a **documented, excused absence**. In the case of an excused absence, you will be allowed to complete the work.
12. Let me know anytime during the semester if you are having difficulty with the course or need additional help.

Canvas: UNC Charlotte utilizes “Canvas” as its Learning Management System (LMS). A LMS is a way to simplify teaching and learning by connecting all the digital tools professors use in one easy place. For more information on Canvas, please visit canvas.uncc.edu

Honor Code: Students are expected to abide by the “UNC Charlotte Code of Academic Integrity” as described in the *UNC Charlotte Undergraduate Catalog*.

Diversity Statement: The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.

Disability Services: Students in this course seeking accommodations for disabilities must first consult with the Office of Disability Services and follow the instructions of that office for obtaining accommodations.

Syllabus Modification: The dates and topics set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be by announcement in class and by email notice.

SPECIAL EVENTS FOR BUSN 1101 STUDENTS

DATE		TOPIC	TEXT READING
R	varies	<p>International Coffee Hour First and Third Thursdays, beginning January 19 from 4 – 6 pm Enjoy coffee and conversation at this informal social gathering held twice monthly. International and US faculty, staff, and students are all welcome! Prospector Gold Room January 19 – February 2 & 17 – March 2 & 16 – April 6 & 20</p>	
W	2/1	<p>Belk College of Business – CEO Speaker Series, Mr. Roger W. Ferguson, Jr. 11:00 a.m. – 12 Noon, Popp Martin Student Union, Room 340, 3rd floor Mr. Ferguson is President and Chief Executive Officer of TIAA, the leading provider of retirement services in the academic, research, medical, and cultural fields and a Fortune 100 financial services organization. Free lunch for participants who register online by Friday, January 27. at https://webforms.uncc.edu/belkcollegeunccedu/spring-2017-ceo-speaker-series</p>	
W	2/17	<p>Career & Internship Fair, 10 am – 2 pm, Student Activity Center. Sponsored by the University Career Center</p>	
T	3/21	<p>Etiquette Dinner, 5:00 – 7:30 pm, Student Activity Center Salons. Enjoy a 3-course meal at a minimal fee while learning dining and professional etiquette. Sponsored by the University Career Center.</p>	

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Note: Class information printed in regular font, exams and assignments in **bold**, and *University information in italics*.

DATE		TOPIC	TEXT READING
M	1/9	<i>First Day of Classes for Spring semester</i>	
T	1/10	Exercise # 1 - Student Information Form Course Objectives and Syllabus	
R	1/12	The U.S. Business Environment	Chapter 1
T	1/17	The U.S. Business Environment (continued)	
R	1/19	Charlotte, UNC Charlotte, Belk College of Business, and College Life Roles and Responsibilities of Students & Faculty Assign PFS Paper # 1 – Cultural Awareness	
T	1/24	Entrepreneurship, New Ventures, and Business Ownership	Chapter 2
R	1/26	Attitude, Goal Setting and Life Management Self-Awareness and Self-Assessment Exercises	Chapter 11
T	1/31	Managing the Business & Yourself	Chapter 4
R	2/2	Strong Interest Inventory Assignment Communication	Chapter 13
T	2/7	Communication (continued) The Inquiry Process Assign PFS Paper # 2 - Inquiry	
R	2/9	Time and Stress Management University Resources for Academic and Career Success	Chapter 12
T	2/14	EXAM # 1 (Chapters 1, 2, 4, 11, 12, 13; Class Notes from 1/10 to 2/9)	
R	2/16	Operations Management & Quality	Chapter 5
T	2/21	Human Resource Management	Chapter 6
R	2/23	Diversity in the Workplace Cultural Awareness Multicultural Resource Center	
T	2/28	PFS Paper # 2 Due: Inquiry Career Planning and the Job Search	Chapter 14
R	3/2	Employment Processes: Resumes & Cover Letters	Chapter 15
M-Sa	3/6-11	<i>NO CLASSES – SPRING BREAK</i>	
T	3/14	Employment Processes: Interviewing	Chapter 16
R	3/16	Guest Speaker: Internships	
T	3/21	Exam # 2 (Chapters 5, 6, 14, 15, 16; Class Notes from 2/16 to 3/16)	
R	3/23	Marketing Processes and Consumer Behavior	Chapter 7
T	3/28	Marketing Processes and Consumer Behavior (continued) Assign PFS Paper # 3 – Commitment to Success	
R	3/30	Information Technology for Business	Chapter 8
T	4/4	The Role of Accountants and Accounting Information	Chapter 9
R	4/6	The Role of Accountants and Accounting Information (continued)	
T	4/11	PFS Paper # 1 – Cultural Awareness Due Discussion of Cultural Awareness Activity or Event Managing Business Finances	Chapter 10
R	4/13	Managing Business Finances (continued)	
T	4/18	Managing Your Personal Finances	Appendix
R	4/20	Managing Your Personal Finances (continued)	
T	4/25	PFS Paper # 3 Due: Commitment to Success Guest Speaker: Office of Education Abroad representative	

R	4/27	International Business	Chapter 3
T	5/2	<i>Last Day of Classes</i> Course Summary	
W	5/3	<i>Reading Day</i>	
R	5/4	<i>Final Exams begin</i>	
T	5/9	Section 001 – TR 2:00 pm class, scheduled from 2:00 – 4:30 pm Exam # 3 (Chapters 3, 7, 8, 9, 10, Appendix; Class Notes from 3/23 to 5/2)	
R	5/11	Section 002 – TR 3:30 pm class, scheduled from 2:00 – 4:30 pm Exam # 3 (Chapters 3, 7, 8, 9, 10, Appendix; Class Notes from 3/23 to 5/2)	
F	5/12	<i>1:00 p.m. – Commencement – Belk College of Business, College of Computing & Informatics, College of Health & Human Services</i>	
M	5/15	<i>Final Grades due by noon</i>	