

**BUSN 1101-001, 002**  
**Introduction to Business & Professional Development**  
**Spring 2019**

*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: 7:30 – 8:15 am 11:30 am – 12:45 pm 1:45 – 2:15 pm others by appointment

<b>Classes</b>	BUSN 1101-001	TR	8:30 – 9:45 am	Friday 128
	BUSN 1101-002	TR	10:00 – 11:15 am	Friday 128
	COMM 3160-H01	TR	2:30 – 3:45 pm	Friday 386
	COMM 3160-H02	TR	4:00 – 5:15 pm	Friday 386

**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
  - examine how businesses operate in our modern economic, political, and social environment
  - understand how businesses are planned, developed, organized, and managed
  - 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. 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 are discussed in class.

<b>Course Exams, Assignments, Attendance &amp; Participation</b>	Exam # 1	20%	_____ x 0.20 = _____
	Exam # 2	20%	_____ x 0.20 = _____
	Exam # 3	20%	_____ x 0.20 = _____
	PFS Paper # 1	10%	_____ x 0.10 = _____
	PFS Paper # 2	10%	_____ x 0.10 = _____
	PFS Paper # 3	10%	_____ x 0.10 = _____
	Exercises	5%	_____ x 0.05 = _____
	Attendance & Participation	5%	_____ x 0.05 = _____
	<b>Total</b>	<b>100%</b>	_____

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

**Guidelines for Success in BUSN 1101:**

1. You are invited to come by during office hours if you need any additional help with this class. Office hours are listed on page one of this syllabus. If you are not able to meet during the posted office hours, please let me know and we can arrange another convenient time.
2. Please read the assigned chapters prior to the scheduled date. For example, read Chapter 1 before class on January 15.
3. Please take notes on the chapter readings prior to attending class. Studies indicate that students who take notes on the chapter before attending class will learn, and retain, the information more effectively. In addition, you will have an easier time recording additional notes in class and participating in the discussion. Taking notes is not writing down every written or spoken word, but maximizing your understanding of key concepts and examples. We will not have time to cover all the textbook material in class. Students are responsible for all assigned material, whether or not it is discussed in class.
4. Class time is for (1) reinforcing important concepts from the textbook, (2) providing new information not found in the textbook, and (3) serving as a forum for you to discuss the chapter and to seek further clarification from the professor.
5. To get the most benefit from your college education, you should attend every class. You assume full responsibility for material covered and assignments given during a missed class. Please contact a fellow student in class to obtain notes or to find out details regarding assignments given on days you are absent.

6. 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. This behavior will lower your attendance and participation grade.
7. 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) responding in a professional manner to questions and comments from the professor, and (5) remaining in class from the beginning until the end of the session.

The following points are taken off your Attendance and Participation grade:

- -2 points for each day you are late
- -4 points for each day you are absent
- -5 points for every occurrence of inappropriate behavior (using your phone, using your computer for something other than taking notes, talking, sleeping, leaving the room during class time, re-entering the room after you have left the room, and other examples of not paying attention during class time)

Note that excessive tardiness, inattentiveness, leaving and returning to the classroom, and other distracting behaviors during class may result in a doubling of these points. It could also affect your exam grades.

8. 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. Utilize the Writing Resources Center on campus to improve your writing skills.
9. 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
  - One day late, by class time - 20 points
  - Each additional day late, by class time - 20 points per day
10. Please prepare for exams early. Ask questions and participate in class 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 classmates 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 the exams with two # 2 pencils. Late admittance to exams may not be permitted. 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 may be in multiple-choice and short-answer format.

Please display proper conduct during exams, that is (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 exam handout 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, please do not leave the classroom and return. Be sure to take care of any personal needs before the exam begins. All exam materials are collected by the end of the class.

11. If you miss an exam or assignment, you will receive a “zero” unless you have a **documented, excused absence**. In the case of a University excused absence, you are allowed to complete the work.

12. Communication with Dr. Kerr – My preferred method of communication outside of class time and office hours is email. Email messages 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 content, grammar, spelling, punctuation, and tone.

13. Please be sure to silence and put away your phones before class begins. Computers are allowed in class but only for taking notes. Using your computer for something other than for class notes is not permitted. This will also affect your Attendance & Participation Grade as discussed in .

14. Let me know anytime during the semester if you are having difficulty with the course or need additional help.

**UNC Charlotte Email:** You should check your UNC Charlotte email account on a daily basis. This is how professors and the University communicates with you other than class time.

**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. Be sure to read any weekly announcements and check Canvas for important information and updates about the course. Canvas is also the central hub for posting assignments and handouts. For more information on Canvas, please visit [canvas.uncc.edu](https://canvas.uncc.edu). If you have any technical questions or problems, contact UNC Charlotte Information and Technology Services at 704-687-5500 or [itservices.uncc.edu](https://itservices.uncc.edu).

**Honor Code:** Students are expected to know and abide by the UNC Charlotte “Code of Student Academic Integrity” as described at [legal.uncc.edu/policies/up-407](https://legal.uncc.edu/policies/up-407), and the “Noble Niner UNC Charlotte Honor Code” at [studentaffairs.uncc.edu/-/niner-code](https://studentaffairs.uncc.edu/-/niner-code). Students found in violation of either code may be subject to failure of the assignment, exam, and/or the course.

**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:** UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide an email or letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

**Professional Behavior:** Throughout your college experience, you will meet many important stakeholders of UNC Charlotte and the Belk College of Business. Our expectation is that you will conduct yourself as aspiring professionals who respectfully interact with your peers, faculty, staff, alumni, and corporate leaders. In class, you should respectfully listen to, and engage with, faculty, classmates, and guest speakers without having side conversations. Failure to apply professional behavior in class may result in points deducted from the attendance and participation grade, as well as potentially being asked to leave class.

**Syllabus Modification:** The standards, requirements, dates and topics set forth in this syllabus may be modified at any time by the professor. Notice of such changes will be by announcement in class or via email.

**BUSN 1101-001, 002: Introduction to Business & Professional Development**

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

DATE		TOPIC	TEXT
W	1/9	<i>First Day of Classes for Spring 2019</i>	
R	1/10	Review Course Syllabus College Life, Roles and Responsibilities of Students and Faculty <b>Exercise # 1 - Student Information Form Due</b>	
T	1/15	The U.S. Business Environment	Chpt. 1
W	1/16	<i>Second Cancellation for Non-Payment</i> <i>Last Day to Register, Add, Drop with No Grade via the web @ 11:59 pm</i> <i>Last Day to Submit a Grade Replacement Request @ 1:59 pm</i>	
R	1/17	Assign Exercise # 2 – UCAE Workshops Entrepreneurship, New Ventures, and Business Ownership	Chpt. 2
M	1/21	<i>Dr. Martin Luther King, Jr. Day – University Closed</i>	
T	1/22	Diversity in the Workplace Assign PFS Paper # 1 – Cultural Awareness	Sent via email
R	1/24	Assign Exercise # 3 - Freshmen Transition Questionnaire Managing the Business	Chpt. 4
T	1/29	Assign Exercise # 5 – The Business Basics Modules Attitude, Goal Setting and Life Management	Chpt. 11
R	1/31	Managing Yourself – Career Planning and the Job Search Assign Exercise # 4 – StrengthsFinder Assessment	Chpt. 14
T	2/5	<b>Exercise # 3 – Freshmen Transition Questionnaire due by class time</b> The Inquiry Process – Conducting Business Research Assign PFS Paper # 2 - Inquiry	
R	2/7	<b>Exercise # 4 – StrengthsFinder Report due</b> Guest Speaker – Debrief Results from StrengthsFinder	
T	2/12	<b>EXAM # 1 (Chapters 1, 2, 4, 11, 14, Diversity chapter; Class Notes from 1/10 to 2/7)</b>	
R	2/14	No Class	
T	2/19	<b>Exercise # 5 - The Basic Business Modules due by class time</b> Business Writing	
R	2/21	Operations Management & Quality	Chpt. 5
T	2/26	<b>PFS Paper # 2 – Inquiry due</b> Time and Stress Management and Organizational Skills	Chpt. 12
R	2/28	In-Class Group Advising Session <b>Please bring your computer or tablet to class</b>	
M	3/4	<i>Fall 2019 Schedule of Classes Available on the Web</i> <i>Student Registration Appointment Times Available on the Web</i>	
M-F	3/4-9	<i>Spring Recess – No Classes</i>	
M	3/11	<i>Unsatisfactory Grade Notices Emailed to Students (for grades of “D” and “F”)</i>	
T	3/12	Professional Success Assign PFS Paper # 3 – Commitment to Success	
R	3/14	Communication	Chpt. 13
T	3/19	<i>Last Day to Withdraw from a Course; Grade Subject to Withdrawal Policy @11:59 pm</i> Human Resource Management	Chpt. 6
R	3/21	Human Resource Management (continued)	
T	3/26	Marketing Processes and Consumer Behavior	Chpt. 7
R	3/28	<b>Exam # 2 (Chapters 6, 12-13, 15-16; Class Notes from 2/19 to 3/26)</b>	

M	4/1	<i>Registration for Summer 2019 and Fall 2019 Begins</i>	
T	4/2	Resumes and Cover Letters	Chpt. 15
R	4/4	Resumes and Cover Letters (continued) Interviewing Techniques	Chpt. 16
T	4/9	<b>PFS Paper # 3 – Commitment to Success due</b> Interviewing Techniques (continued)	
R	4/11	Information Technology (IT) for Business	Chpt. 8
T	4/16	The Role of Accountants and Accounting Information	Chpt. 9
R	4/18	Managing Business Finances	Chpt. 10
F-Sa	4/19-20	<i>Spring Weekend – No Classes</i>	
T	4/23	<b>PFS Paper # 1 – Cultural Awareness due</b> Managing Your Personal Finances	Appendix
R	4/25	<b>Exercise # 2 – UCAE Workshop</b> Understanding the Global Context of Business	Chpt. 3
T	4/30	<i>Last Day of Classes</i> Guest Speaker: Office of Education Abroad representative	
W	5/1	<i>Reading Day</i>	
R	5/2	<i>Final Exams begin</i>	
T	5/7	<b>Section 001 – TR 8:30 am class, scheduled from 8:00 – 10:30 am</b> <b>Exam # 3 (Chapters 3, 7-10, 15, 16, Appendix; Class Notes 4/2 to 4/30)</b>	
R	5/9	<i>Final Exams end</i> <b>Section 002 – TR 10:00 am class, scheduled from 8:00 – 10:30 am</b> <b>Exam # 3 (Chapters 3, 7-10, 15, 16, Appendix; Class Notes from 4/2 to 4/30)</b>	
F	5/10	<i>1:00 pm – Commencement – Belk College of Business, College of Arts + Architecture, and College of Health and Human Services</i>	
Sat	5/11	<i>10:00 am – Commencement: Cato College of Education, College of Computing &amp; Informatics, and William States Lee College of Engineering</i> <i>3:00 pm – Commencement: College of Liberal Arts and Sciences</i>	
M	5/13	<i>Grades Due by Noon</i>	