

BUSN 1101 – 002
Introduction to Business & Professional Development
Spring 2020

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 4:00 – 4:30 pm others by appointment |

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|----------------|---------------|----|------------------|------------|
| Classes | MGMT 3140-005 | TR | 8:30 – 9:45 am | Friday 132 |
| | BUSN 1101-002 | TR | 10:00 – 11:15 am | Friday 128 |
| | COMM 3160-H01 | TR | 1:00 – 2:15 pm | Friday 386 |
| | COMM 3160-H02 | TR | 2:30 – 3:45 pm | Friday 386 |

Textbook *UNCC - BUSN 1101*. Custom edition, Pearson Collections, Pearson Learning Solutions, 2019, ISBN 10: 1323945938, ISBN 13: 9781323945933

Course Description ***BUSN 1101. Introduction to Business and Professional Development.*** Fundamentals of business including accounting, business analytics, economics, finance, international business, management, management information systems, marketing, and operations and supply chain management. Other topics addressed related to preparing students for success and include goal setting, understanding the inquiry process, and cultural awareness. Credit Hours: (3)
Restriction(s): College of Business major and Freshman standing.

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, and
- 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.

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| Course Exams, Assignments, Attendance & Participation | Exam # 1 | 20% |
| | Exam # 2 | 20% |
| | Exam # 3 | 20% |
| | PFS Paper: Cultural Awareness (Prospect for Success) | 10% |
| | PFS Paper: Inquiry | 10% |
| | PFS Paper: Commitment to Success | 10% |
| | Exercises | 5% |
| | <u>Attendance & Participation</u> | <u>5%</u> |
| Total | 100% | |

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

Student Expectations:

1. Prior to Attending Class

- Read the assigned chapters from the textbook prior to the date listed on this syllabus.
- Take notes on the chapter readings prior to attending class. Studies indicate that students who do this 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.

The University Center for Academic Excellence offers a 45-minute workshop on “Tips for Better Notetaking and Reading”. I would encourage you to attend one of these sessions. We will not have time to cover all of the information in each chapter in class. However, you are responsible for all assigned material, whether or not it is discussed in class.

2. During Class

- Please be sure to silence and put away your phones before class begins. Computers are allowed in class but only for taking notes.
- Class time is used for (a) reinforcing important concepts from the textbook, (b) providing new information not found in the textbook, and (c) serving as a forum for you to seek further clarification from the professor.
 - Attendance: According to the “Classroom Policies and Attendance” section in the *UNC Charlotte Undergraduate Catalog*, “Each instructor determines the classroom policies (including attendance regulations) for his or her courses. In general, students are expected to attend punctually all scheduled sessions in the courses for which they are registered, to demonstrate civil behavior while in class, and to complete all of the course requirements. Instructors may outline additional and more specific standards in the course syllabus, especially when attendance is part of the grading criteria for the class... Absences from class may be excused by the instructor for such reasons as personal illness or participating as an authorized University representative in an out-of-town event. Whenever possible, students are expected to seek the permission of the instructor prior to absences. Absences for religious holidays fall under University Policy 409, Religious Accommodation for Students; please visit <https://legal.uncc.edu/-policies/up-409> for more information.
 - The classroom policies for attendance and participation in BUSN 1101 include...

- a. You should attend every class to get the most benefit from your college education. 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.
 - b. 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 to the professor and to your fellow students. This behavior will lower your attendance and participation grade by five points for each instance.
 - c. In this course, attendance and participation is worth 5 % of your final grade. Aspects of attendance and participation include: (a) preparation for class (completed readings and notes on readings), (b) being on time to class, (c) attentiveness in class, (d) responding in a professional manner to questions and comments from the professor, and (e) remaining in class from the beginning until the end of the session.
 - d. The following points will be 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 or distracting behavior during class time)
 - e. 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.
- iii. Professional Behavior - Throughout your college experience, you will meet many professors, staff members, administrators, guest speakers, and other students in class and on campus. Our expectation is that you will conduct yourself as aspiring business professionals who respectfully interact with these individuals. In class, you should respectfully listen to, and engage with professors, classmates, and guest speakers without having side conversations. Failure to use professional behavior in class will result in points deducted from your final course average, as well as potentially being asked to leave class.

3. Prospect for Success Papers

- a. You will prepare three Prospect for Success (PFS) papers in this course. These papers must be typed. Please use Times New Roman, 12 point font. Always proofread and edit your assignments. These papers are graded on content, style, format, organization, mechanics, grammar and spelling. Utilize the Writing Resources Center on campus to improve your writing skills.

4. Late Assignments (Exercises and Papers)

- a. 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 5:00 pm - 20 points
 - Each additional day late, by 5:00 pm - 20 points per day
 - If you miss an 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.

5. Exams

- a. 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*, and *Questions for Review* found at the end of each chapter in the text. 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.

- b. 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. If you are unable to attend a scheduled exam, please 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.
- c. 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 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, 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.

6. Office Hours

- a. If you are having difficulty with this course or need additional help, please meet with me during office hours. My office hours are listed on page one of this syllabus. If you are unable to meet during these days and times, please let me know and I will arrange another convenient time for both of us.

7. Communication with Dr. Kerr

- a. My preferred method of communication outside of class time and office hours is email. 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 1101-002, Question about PFS Paper # 1). An appropriate salutation should be included in the body of the message, followed by a colon, i.e. Dr. Kerr: Email messages should be written with appropriate content, style, grammar, spelling, punctuation, and tone.

Guidelines for Success in BUSN 1101 and at UNC Charlotte: At the end of each semester, I ask students to provide suggestions and survival tips for the next group of students in my classes. The Canvas page contains a copy of the course syllabus and a list of these suggestions and tips from students that took this course during Fall semester 2019.

UNC Charlotte Email: You should check your UNC Charlotte email account on a daily basis. This is how the University, the Niblock Student Center, and professors communicate with you other than in class.

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. If you have any technical questions or problems, contact UNC Charlotte Information and Technology Services at 704-687-5500 or 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, and the “Noble Niner UNC Charlotte Honor Code” at 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.

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 and via email.

BUSN 1101-002: 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 | 1/8 | <i>First Day of Classes</i> | |
| R | 1/9 | Welcome and Review Course Syllabus Roles and Responsibilities of Students and Faculty Exercise # 1 – Complete the Student Information Form | |
| T | 1/14 | The U.S. Business Environment: Economics | Chpt. 1 |
| W | 1/15 | <i>Payment due date / 2nd Cancellation for Non-Payment Last Day to Add, Drop a Course with No Grade @ 11:59 pm Last Day to Submit Grade Replacement Request @ 11:59 pm</i> | |
| R | 1/16 | Assign Exercise # 2 – UCAE Workshops The U.S. Business Environment: Economics (continued) | |
| M | 1/20 | <i>University Closed – Dr. Martin Luther King, Jr. Day</i> | |
| T | 1/21 | Assign Exercise # 3 - Student Transition Questionnaire Assign PFS Paper – Cultural Awareness | |
| R | 1/23 | Guest Speaker: “Time Management” – UCAE Representative | |
| T | 1/28 | Assign Exercise # 4 – JobZology Diversity in the Workplace | Chpt. via email |
| R | 1/30 | Entrepreneurship, New Ventures, and Business Ownership | Chpt. 3 |
| T | 2/4 | Exercise # 3 – Student Transition Questionnaire due by the beginning of class time Managing the Business | Chpt. 5 |
| R | 2/6 | Assign Exercise # 5 – Business Basics module on Canvas Guest Speaker: “Professional Development Resources Overview”, Niblock Student Center Professional Development staff | |
| T | 2/11 | Managing Yourself: Career Planning and the Job Search | |
| R | 2/13 | Exercise # 3 due – Bring a hard copy of your JobZology results to class Operations Management and Quality | Chpt. 6 |
| T | 2/18 | EXAM # 1 - Chapters 1, 3, 5, 6; Class Notes from 1/9 to 2/13 | |
| R | 2/20 | Exercise # 5 – Business Basics module due by the beginning of class time The Inquiry Process and Business Research Assign PFS Paper - Inquiry | |
| T | 2/25 | Assign Exercise # 5 – Business Basics Modules Business Writing – Format, Content, Citations and References | |
| R | 2/27 | Human Resource Management | Chpt. 7 |
| F | 2/28 | <i>Unsatisfactory Grades due by faculty on the web by noon</i> | |
| M | 3/2 | <i>Fall 2020 Schedule of Classes available on the web Student Registration Appointment Times available on the web</i> | |
| M - Sa | 3/2 to 3/7 | <i>Student Recess – No Classes</i> | |
| M | 3/9 | <i>Unsatisfactory Grade Notices emailed to students (for grades of “D” and “F”)</i> | |
| T | 3/10 | Assign PFS Paper – Commitment to Success | |

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| R | 3/12 | Resumes | |
| M | 3/16 | <i>Last Day to Withdraw from a Course(s); Grade subject to Withdrawal Policy</i> | |
| T | 3/17 | Marketing Processes | Chpt. 8 |
| R | 3/19 | PFS Paper – Inquiry due Feedback and Grading on the Inquiry Papers | |
| T | 3/24 | Information Technology (IT) for Business | Chpt. 9 |
| R | 3/26 | Business Analytics | |
| M | 3/30 | <i>Registration for Summer 2020 and Fall 2020 begins</i> | |
| T | 3/31 | The Role of Accountants and Accounting Information | Chpt. 10 |
| R | 4/2 | EXAM # 2 - Chapters 7, 8, 9, 10; Class Notes from 2/20 to 3/31 | |
| T | 4/7 | Managing Business Finances | Chpt. 11 |
| R | 4/9 | PFS Paper – Commitment to Success due Feedback and Grading on the Commitment to Success Papers | |
| F | 4/10 | <i>Spring Weekend – No Classes</i> | |
| T | 4/14 | Managing Your Personal Finances | Appendix |
| R | 4/16 | PFS Paper – Cultural Awareness due Feedback and Grading on the Cultural Awareness Papers | |
| T | 4/21 | Understanding Business Ethics and Social Responsibility | Chpt. 2 |
| R | 4/23 | Understanding the Global Context of Business: International Business | Chpt. 4 |
| T | 4/28 | <i>Last Day of Classes</i> Guest Speaker: “Study Abroad”, Office of Education Abroad representative | |
| W | 4/29 | <i>Reading Day</i> | |
| R | 4/30 | <i>Day of Remembrance</i> | |
| F | 5/1 | <i>Final Exams begin</i> | |
| R | 5/7 | <i>Final Exams end</i> EXAM # 3 - Scheduled from 8:00 – 10:30 am (Chapters 2, 4, 11, Appendix; Class Notes from 4/7 to 4/28) | |
| F | 5/8 | <i>1:00 p.m. – Undergraduate Commencement – Belk College of Business, College of Computing & Informatics, and Cato College of Education</i> | |
| Sat | 5/9 | <i>10:00 a.m. – Undergraduate Commencement: College of Arts & Architecture, Lee College of Engineering, and College of Health & Human Services</i> <i>3:00 p.m. – Commencement: College of Liberal Arts and Sciences</i> | |
| M | 5/11 | <i>Final Grades Due by Noon</i> | |