Introduction to Business & Professional Development
BUSN 1101 (Sections 001-005)

SPRING 2014

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Email</th>
<th>Telephone</th>
<th>Office</th>
<th>Office Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms. Sayiwe Mandiveyi MBA</td>
<td><a href="mailto:smandive@uncc.edu">smandive@uncc.edu</a></td>
<td>704-687-5341</td>
<td>Friday 147 A</td>
<td>Mondays 1:00PM-2:30PM</td>
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<td>Thursdays 9:00AM-11:00AM</td>
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<tr>
<td>Ms. Jessie Olien PhD Graduate Student</td>
<td><a href="mailto:jolien@uncc.edu">jolien@uncc.edu</a></td>
<td>704-687-7568</td>
<td>Friday 387</td>
<td>Fridays: 12:00PM-3:00PM</td>
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**Class Meetings:** Lecture: Tuesdays and Thursdays, 2:00PM-2:50PM, Rowe Building, room 130
Small Group: additional dates/times based on registered course section

**Course Website:** [http://moodle.uncc.edu](http://moodle.uncc.edu) - Course material will be provided in class or on the class Moodle site.

**Required Materials:**
2. *Required Text*: BUSN 1101 Supplemental Course Pack (available at campus bookstore only)
3. NXT “clicker” by Turning Technologies

**Course Description:** *Introduction to Business and Professional Development*. Prerequisite: Belk College of Business major with less than 35 hours earned. Fundamentals of business, including accounting, economics, entrepreneurship, 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:**
- Understand how businesses are planned, developed, and organized
- Examine how businesses operate in our modern, political, social, and economic 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.

*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.*

**Grading:**

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<th>Grading Scale</th>
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<tr>
<td>Attendance &amp; Participation</td>
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<tr>
<td>Assignments &amp; Quizzes</td>
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<td>90 – 100%</td>
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<td>CDT Journal</td>
<td>20%</td>
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<tr>
<td>Exam # 1</td>
<td>20%</td>
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<td>80 – 89.99%</td>
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<td>Exam # 2</td>
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<td>Exam # 3</td>
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<td>70 – 79.99%</td>
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<td>60 – 69.99%</td>
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<td>0 – 59.99%</td>
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This is a three semester hour course.

Assignments and exercises will be due at the beginning of class on the due date.

There will be an in class quiz during the 3rd class using your clickers. All other quizzes will be unannounced.

**Attendance and Participation** is required and students should come to class on time with materials ready. This will involve advanced preparation. All expectations will be communicated via this syllabus, your UNC Charlotte email account, the class Moodle site and during class. Students must assume full responsibility for material covered and assignments given during a missed class. This means checking the syllabus, Moodle, and with classmates to make up missed work. Note that there is no difference between an “excused” or “unexcused” absence. It is not necessary to submit doctor’s notes or other paperwork to me or the Graduate Assistant.

Students are expected to attend every class and remain in class for the duration of the session. Failure to attend class, arriving late or leaving early may impact your ability to achieve course objectives which could affect your course grade. An absence excused or unexcused, does not relieve a student of any course requirement. Regular class attendance is a student’s obligation, as is a responsibility for all the work of class meetings, including tests and written tasks.

**Note that students will be required to attend events and activities outside of this class.** The dates and times of mandatory meetings will be announced on the first day of class. Students will have some ability to determine the timing of these required events. Absences from outside events or activities will result in a zero grade for the assignment.

**Clickers:** Each student is required to have their own Response Card NXT clicker and to register it for this class in Moodle before the 3rd class. To register your clicker, select BUSN 1101 in your Moodle class list, click on “Clicker Registration” in the “Clickers” box that is located on the upper, right-hand side of the class page, and enter your Device ID. When you enter your Device ID located on the back of your clicker, know that the Device ID will not have any alpha-letters “O”, “I”, or “L”. Any characters that look like those letters are a “zero” or a “one”.

Clickers will be used to record attendance, participate in class and answer quiz questions. You will use your clicker in every class session. Failure to bring your clicker to class is the same as not attending. You will be unable to take a quiz, or participate in class without your clicker. So, make sure to bring it to every class.

Using another student’s clicker to enter responses in their absence is a violation of the academic integrity code. Consequently, possession of another student’s clicker will be taken as evidence of intent to violate the academic integrity code.

**Emergencies:** If you encounter an extreme situation that impacts your ability to attend classes or produce required classwork, such as death in the immediate family (father, mother, sibling), emergency medical care, unforeseen or extensive medical problems/mental health issues etc., contact the Dean of Students Office for assistance immediately. This should be your first point of contact, followed by your professors and Academic Advisor.

**Classroom Conduct:** To better prepare you for the business profession, being late to class, leaving early, sleeping, using disrespectful/vulgar language or excessive talking with your neighbor will not be tolerated. This behavior disrupts the learning environment for others in the classroom. Students exhibiting these behaviors will be asked to leave and the final grade for the course may be penalized.

**Performance Expectations:**
1. Students should read assigned material PRIOR to class. This involves reading the required chapters, articles, watching videos, outlining notes, and utilizing the study guide in the back of the chapter. Class time will be used to reinforce important concepts and is a platform for you to seek further clarification from the instructor. Note
that hours spent studying does not necessarily equate to an “A” grade -- only your performance as measured by the grades on your assigned work. You have to demonstrate your understanding of the material, and this is what determines your overall grade.

2. Students should take lecture notes during class. This is not writing down every word that is spoken, but maximizing your understanding of key concepts and examples. If you have taken notes on the chapter prior to attending the class, you will have an easier time recording notes and following the class discussion. 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. Prepare for exams early. Ask questions and participate in class discussions throughout the semester. Examine your understanding of the material by using the self-tests, concept review questions, case studies, and other application exercises 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.

4. All students will be graded fairly and according to the total number of percentage points earned on each assignment. 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 how much you want to be a business major. There are no opportunities for “extra-credit” and no curves on exams.

**Career Discovery Team (CDT)** – In addition to the large lecture on Tuesdays and Thursdays, students will complete small group activities during a designated time bi-weekly throughout the semester. Participation in CDT workshops is mandatory. Participation is defined as having completed all preparatory work and assignments ahead of the CDT workshop AND contributing positively to group discussions. Absences from CDTs will result in a zero grade for the day’s assignment and a zero grade for attendance and participation. Two or more absences from CDTs will result in one letter grade reduction from the overall FINAL grade, and one for each subsequent absence. Be sure to note the section for which you are registered and attend accordingly.

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<th>Section</th>
<th>Time</th>
<th>Group</th>
<th>Last Name</th>
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<tr>
<td>001</td>
<td>Tuesdays 3:30 – 4:20pm</td>
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<td>A-L</td>
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<td>002</td>
<td>Thursdays 3:30 – 4:20pm</td>
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<td>003</td>
<td>Fridays 9:00 – 9:50am</td>
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<td>M-Z</td>
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<td>004</td>
<td>Fridays 10:00 – 10:50am</td>
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<tr>
<td>005</td>
<td>Fridays 11:00 – 11:50am</td>
<td>Only 1 Group (A)</td>
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**Assignments:** Unless otherwise stipulated, graded assignments will consist of in-class activities, group work, reflections on workshops, and attendance for mandatory events. Additional details will be provided at the time the assignment is given. **Note that other assignments not included on the list below may be given at any point in the semester.**

**Campus Exploration Exercise** – To encourage exploring all the resources the University offers, the assignment will allow you to learn about the academic resources and student organizations. For each visit, proof must be provided for the visit by a representative from the organization/center (Name and Signature). There will be a cross-check with the Writing Resource Center and the University Center of Academic Excellence to ensure the assignment has been completed. **Due Date: April 7th at the beginning of class.**

**CDT Journal** – Compilation of self-assessments, reflection exercises, group activities, and occupational research from the BUSN 1101 Supplemental Course Pack. Place contents of course pack into your Prospect for Success notebook (received during SOAR) behind the “Professional Development” tab. Bring your CDT Journal to every small group session during
your assigned time. **CDT Journals will be graded as a final product AND some CDT assignments will be graded individually** – My “Bio”, Inquiry Project, Career Contrasts Reflection, Career Map, and Final Reflection Paper.

**Myers Briggs Personality Indicator Assessment** – During the second class (Jan 13), students will be taking the MBTI. This assessment is required for future assignments. Students who are unable to attend the MBTI assessment must present documentation of a valid medical/personal emergency or verification of required attendance at university function (in advance of the scheduled assessment) in order to obtain permission to make-up the MBTI.

**Strong Interest Inventory Assessment** – Students will take the Strong assessment online. It will be accessible through the Moodle site for a week starting on **January 20th at 5PM and ending on January 27th at 5pm**. Each student will receive an e-mail with a PDF version of the results. Print a hard copy and bring it to the **February 10th lecture**. This assessment is required for future assignments. Late submissions will not be allowed. In the case of an emergency, refer to the **Emergencies** section of the syllabus.

**Late Work:** Is not accepted. Do not ask to turn in work late. If you are out unexpectedly, email me your assignment by the start of the class period in which the assignment is due.

**Quizzes:** Quizzes on assigned readings and other course material will be unannounced throughout the semester. All quizzes will be clicker quizzes during class time.

**Exams:** Each exam consists of 50 questions. The format for the exams is true-false and multiple choice. Please come prepared for exams with two #2 pencils and your student ID card. Late admittance to exams will not be permitted and students lacking the proper ID card will be ineligible to sit for the exam. Students who are unable to attend a scheduled exam must present documentation of a valid medical/personal emergency or verification of required attendance at a University function (in advance of the scheduled exam) in order to obtain permission to make-up a missed exam. Make-up exams are in essay format.

**Exam Conduct:** Students must display proper conduct during exams – keep your eyes on your test booklet, cover your answers to prevent others from viewing your work, switch all electronic devices to the “off” position, and maintain a clear workspace (no personal belongings near desktop). Any hats obscuring the face will be asked to be removed or turned backward. 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.

**Honor Code:** Students are expected to abide by the “UNC Charlotte Code of Academic Integrity” as described in the **UNC Charlotte Undergraduate Catalog**. Students found in violation may be subject to failure of an assignment, exam, and/or the course.

**Cell Phones & Computer Use:** The use of cell phones, smart phones, or other mobile communication devices is disruptive, and is therefore prohibited during class. Except in emergencies, those using such devices must leave the classroom for the remainder of the class period.

**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.

**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.

**Religious Observance:** UNC Charlotte provides reasonable accommodations including two excused absences each academic year, for religious observances required by a student’s religious practice or belief. Such reasonable accommodations must be requested in advance and include the opportunity for the student to make up any tests or
other work missed due to an excused absence for a religious observance. Students must submit in advance a “Request for Accommodation for Religious Observance” form available online at: http://legal.uncc.edu/policies/ps-134.html.

**Withdrawals Policy:** Students are expected to complete all courses for which they are registered at the close of the add/drop period. If you are concerned about your ability to succeed in this course, it is important to make an appointment to speak with me as soon as possible. The University policy on withdrawal allows students only a limited number of opportunities to withdraw from courses.

**Syllabus Modification:** The standards and requirements 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, written or email notice, or posted to the Moodle site.

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**BUSN 1101 Introduction to Business & Professional Development Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Preparation</th>
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<tbody>
<tr>
<td><strong>Week 1</strong></td>
<td>1/8 Class Overview, Life as a Business Student</td>
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<tr>
<td><strong>Week 2</strong></td>
<td>1/13 Clicker Practice, MBTI Assessment</td>
<td>Bring a #2 pencil</td>
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<td>1/15 Syllabus Quiz</td>
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<td>Business Basics &amp; Key Stakeholders</td>
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<tr>
<td><strong>Week 3</strong></td>
<td>1/20 The Business Environment</td>
<td>Chapter 1: P. 5-20</td>
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<td>Strong assessment Opens</td>
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<td>1/22 Business Formation</td>
<td>Chapter 3: P. 89-95</td>
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<tr>
<td><strong>Week 4</strong></td>
<td>1/27 Belk College of Business Advising</td>
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<td>Strong assessment Closes</td>
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<td></td>
<td>1/29 The Financial System</td>
<td>Chapter 1: P. 20-26</td>
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<td>Economics: Assessing economic conditions</td>
<td>Chapter 16: P. 525-538</td>
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<tr>
<td><strong>Week 5</strong></td>
<td>2/3 Management: Organizational Structure</td>
<td>Chapter 5, Chapter 6: P. 182-192</td>
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<td>2/5 Management - Motivating</td>
<td>Chapter 8: P. 256-267</td>
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<td>Video: Dan Pink: The puzzle of motivation</td>
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<tr>
<td><strong>Week 6</strong></td>
<td>2/10 Strong Interpretation Study &amp; Exam Tips</td>
<td>CDT P. 43-46</td>
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<td></td>
<td>2/12 Exam 1 (Chapters 1,3,5,8,16)</td>
<td>Bring iStartStrong Report</td>
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<tr>
<td><strong>Week 7</strong></td>
<td>2/17 Myers Briggs Type Indicator Interpretation</td>
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<td>2/19 Human Resources</td>
<td>Chapter 10: P. 311-328</td>
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<td>Topic</td>
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<td>Week 8</td>
<td>2/24</td>
<td>Marketing</td>
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<td>2/26</td>
<td>&quot;The Naked Brand: The Future of Marketing&quot;</td>
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<td>Week 9</td>
<td>3/2-3/7</td>
<td>Spring Break</td>
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<td></td>
<td>3/10</td>
<td>Marketing - Pricing and Product</td>
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<td>3/12</td>
<td>Accounting</td>
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<td>Week 10</td>
<td>3/17</td>
<td>Finance</td>
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<td>3/19</td>
<td>Personal Finance</td>
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<td>Week 11</td>
<td>3/24</td>
<td>Operations</td>
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<td>3/26</td>
<td>Exam 2 (10,11,12,15,17, Appendix III)</td>
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<td>Week 12</td>
<td>3/31</td>
<td>Technology in the Business world</td>
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<td>4/2</td>
<td>Hire-a-Niner and the Career center</td>
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<td>Week 13</td>
<td>4/7</td>
<td>The Global Environment, Multinational</td>
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<td>Companies</td>
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<td>4/9</td>
<td>Study Abroad</td>
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<td>Week 14</td>
<td>4/14</td>
<td>Business Ethics &amp; Social Responsibility</td>
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<td>4/16</td>
<td>Bank of America</td>
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<tr>
<td>Week 15</td>
<td>4/21</td>
<td>Entrepreneurship and Business Planning</td>
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<td>4/23</td>
<td>CDT 5 - Resume</td>
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<tr>
<td>Week 16</td>
<td>4/28</td>
<td>Student Center of Professional Development</td>
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<td>Course Summary and Final thoughts</td>
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*Final Exam Date TBD: Chapters(2,3,4,7,13,14)
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Group</th>
<th>Module</th>
<th>Tuesday/Thursday/Friday</th>
<th>Preparation</th>
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<tbody>
<tr>
<td>Week 1</td>
<td>1/8-1/9</td>
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<td>No CDT</td>
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<tr>
<td>Week 2</td>
<td>1/13-1/16</td>
<td>A</td>
<td>CDT 1</td>
<td>Orientation to Career Development &amp; My Dream Job Assignment</td>
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<td>Week 3</td>
<td>1/20-1/23</td>
<td>B</td>
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<tr>
<td>Week 4</td>
<td>1/27-1/30</td>
<td>A</td>
<td>CDT 2</td>
<td>Reflective Writing &amp; Inquiry in Business</td>
<td>Due: CDT Journal Goal Setting (Long + Short term ) AND Dream Job</td>
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<td>Week 5</td>
<td>2/3-2/6</td>
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<td>Week 6</td>
<td>2/10-2/13</td>
<td>A</td>
<td>CDT 3</td>
<td>Self-Awareness &amp; Assessment</td>
<td>Due: CDT Journal Pages - 21-30</td>
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<td>Week 7</td>
<td>2/17-2/20</td>
<td>B</td>
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<td>Week 8</td>
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<td>3/2-3/7</td>
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<td>Spring Break</td>
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<td>Week 9</td>
<td>3/10-3/13</td>
<td>A</td>
<td>CDT 3.1</td>
<td>Career Inventories</td>
<td>Due: Cultural Interview</td>
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<td>Week 10</td>
<td>3/17-3/20</td>
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<tr>
<td>Week 11</td>
<td>3/24-3/27</td>
<td>A</td>
<td>CDT 4</td>
<td>Career Exploration &amp; Occupational Research</td>
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<td>Week 12</td>
<td>3/31-4/3</td>
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<tr>
<td>Week 13</td>
<td>4/7-4/10</td>
<td>B</td>
<td>CDT 4</td>
<td>Career Exploration &amp; Occupational Research</td>
<td>Due: CDT Journal Pages - 47,50-54,56-59 Turn in CDT Journal</td>
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<td>Week 14</td>
<td>4/14-4/17</td>
<td>A</td>
<td>CDT 6</td>
<td>Career Mapping, Focus &amp; Discovery</td>
<td>Due: Final Reflection Paper and Career Map</td>
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<td>Week 15</td>
<td>4/21-4/24</td>
<td>B</td>
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<td>Week 16</td>
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