



UNC CHARLOTTE

BELK COLLEGE *of* BUSINESS

BUSN 1101 - COURSE SYLLABUS
Introduction to Business & Professional Development

Fall 2018

Instructor: Sarah Haley
BUSN 1101 – Section # B01

“Do more than is required. What is the distance between someone who achieves their goals consistently and those who spend their lives and careers merely following? The extra mile.” -Gary Ryan Blair

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Introduction to Business & Professional Development

Semester: BUSN 1101 | FALL 2018

Section: B01

Location: Friday 381

Time: MWF 12:20pm-1:10pm

Instructors: Sarah Haley – Assistant Director of Professional Development & Business Learning Community Coordinator

Contact: sarah.haley@uncc.edu or smitch47@uncc.edu (both go to the same inbox)

Office: Niblock Student Center | Friday Building, #312A

Office Hours: Mondays and Wednesdays – 2:30-4:00pm

Course Description:

BUSN 1101. Introduction to Business & Professional Development. (3 credit hours) 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.

Required Textbook and Readings:

Introduction to Business & Professional Development for BUSN 1101. Custom edition, Pearson Publishing, 2016
Born a Crime by Trevor Noah (<https://ucol.uncc.edu/cre>)

Student Learning Goals for BUSN 1101

- Introduce you to college life, UNC Charlotte, and the Belk College of Business
- 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.

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

Information on these three outcomes will be presented in this class. Assignments will also be given that reflect learning and demonstrating these outcomes at a first-year student level.

Technical Requirements:

In addition to weekly attendance in the classroom, students are expected to log in regularly to participate in discussions, obtain reading assignments, and submit homework assignments. Course content will be delivered through Canvas weekly learning modules. Be sure to read the weekly announcements and your Canvas email for important information on the week’s assignments.

Additional Resources/Technical Requirements

While The University of North Carolina Charlotte provides educational software (Canvas) for the class use, it is your personal responsibility as an online student to ensure that you have an access to a reliable computer with the Internet connection. In addition to an Internet browser, you will need Microsoft Word, PowerPoint, Adobe Reader, and Media Player software installed on your computer. If you have any technical questions or/and problems, contact UNC Charlotte’s [Information and Technology Services](#) at 704-687-5500 (ext. 75500) or help@uncc.edu.

Course Policies

- **Attendance and Participation:** Attendance is critical to your success in this course and is part of your grade. If you cannot attend a BUSN 1101 class or a BLC Program Event due to illness or unforeseen circumstances, please contact the instructor via email immediately to discuss arrangements. Alternative arrangements will possibly be made so that you can complete the course requirements, but are not guaranteed. Failure to notify your instructor at least **24 hours** before an absence may result in the absence not being excused and points being deducted from the final grade. Contacting your instructor via email or phone right before class is unacceptable.
 - **Tardiness and Leaving during Class:** In consideration of your fellow classmates and the instructor, please arrive to class on time. Also, do not walk in or out of the classroom during the class period. Please be advised that students who arrive late or leave class early will have points deducted from their attendance and participation grade.
- **Course Communication:** Communication to students from instructors is sent through the UNCC email system. Students are expected to read their UNCC email on a continuing basis and doing so is a requirement of this course. In addition, business students are expected to remain professional in all communication with the university. Please see an outline for Email Etiquette, [here](#).
 - The main vehicle for communication, however, is the Canvas system. You are expected to check Canvas on a regular basis, as it will be the central hub for class announcements, retrieving and posting assignments, participating in forum discussions, and email distribution. To log in to Canvas go to <https://my.uncc.edu/>.
 - For instructions and helpful information about the use of the Canvas system at UNCC, go to <http://canvas.uncc.edu/>. It is imperative that you make sure that your current email is the one registered with Canvas. Prior to the second class session, make sure you are able to gain access to this system and navigate the pages.
- **Professional Behavior:** Throughout your Belk College of Business experience, you will come in contact with many important stakeholders of UNCC and BCOB. Our expectation is that you will conduct yourselves at all times as aspiring professionals who interact respectfully with their peers, faculty, alumni, and corporate leaders.
- **Classroom Behavior:** Students should refrain from using cell phones, laptops, or other electronic devices during class sessions. Students are expected to listen to and engage respectfully with instructors, mentors, guest speakers, and their peers without having side conversations. Failure to apply professional behavior in either lecture or BLC program sessions will result in points being deducted from the participation grade, as well as potentially being asked to leave the class.
- **Online Behavior:** Students may be expected to participate in asynchronous online discussions on Canvas. We will not have any scheduled chat sessions; sessions whereby everybody gets online at the same time. However, you may be expected to log onto the system to submit homework assignments and utilize the Discussion Board as a forum to convey or share thoughts, ideas, and comments related to the readings and assignments. Comments may be opinions, citing of especially good passages from readings, or directions to other interesting sources on the topic.
 - Be timely. Responses may be made at any time throughout the term. However, to receive credit for participation, responses must be made between the start and end dates for the week's learning module. Don't wait until the last minute to join the conversation.
 - Be courteous and respectful. Don't be afraid to disagree with the comments of a colleague, but, remember that we are colleagues. Anyone who is disrespectful towards another colleague will not receive credit and may be asked to leave the class. Think twice and read three times before posting a comment—could your message be perceived as hurtful and offensive? If you ever have doubts about how your posting could be perceived, delete it and start again.
 - Stay on topic. Beware of pontificating. Think about what you want to say, make sure that it adds value to the discussion, and then communicate with precision.
 - Watch your spelling and grammar. One of the most important skills that you can practice now is communication, both in grammar, spelling, and proper use of the English language. If you have trouble with any of these, utilize your word processing program to check your work before posting your discussion.
- **Dress Code:** For some BLC Programs and your Capstone presentation, business professional attire is expected. Your instructor may also designate other class days for business attire during the semester. Please consider the following tips when selecting your attire for these sessions:
 - Tops: button-up shirts (ties optional), blouses, nice knitwear, collared polo shirts
 - Bottoms: slacks, trousers, khakis, professional dresses or skirts
 - Jeans, shorts, sweatpants, sneakers/running shoes, flip-flops, and sandals do not qualify as business attire.Please talk to the instructor if there are questions or concerns about your attire.
- **Use of Technology in the Classroom:** BCOB Undergraduate Programs are committed to providing an active learning environment where student participation and engagement are valued. In this spirit, all electronic devices used for other purposes than classroom instruction is strictly forbidden. This includes but is not limited to the use of laptops, tablets, e-readers, smartphones, etc. When these devices are required by the instructor as part of a course activity, students should not be using any features or applications that do not directly relate to the course or are not approved as part of the lecture/discussion. Failure to abide by this policy may have the following repercussions: lower participation grades, lower final grade, and/or students being dismissed from class.

Overview of Course Requirements

Grading for BUSN 1101 is based on the following factors:

1. **Attendance and Participation at all class sessions** (both lectures and program events) is mandatory. Timely arrival at each session is expected, as is the case in all professional environments, and will also be a factor in determining your final grade.
 - A student may earn up to 2 points for attendance at BLC Programming Events throughout the semester.
 - A student may earn up to 1 points per session:
 - Attendance: Up to .25 points will be awarded for arriving on time and staying through the end of class. A half-point will be deducted for showing up late or leaving early.
 - Participation: Up to .75 points will be awarded for being engaged in class/group discussions. Students' eyes should be focused on the presentation/speaker and students should participate in class/group activities and discussions (e.g., raising hand and volunteering to speak and providing written feedback (e.g., exit interviews) when required. Participation points will NOT be awarded if the student is sleeping, participating in disruptive side conversations, or is distracted by technology (e.g., on phone, on computer).
2. **Successful completion and submission of ALL assignments** as outlined in this syllabus, distributed during class sessions, or posted on Canvas.
3. **Professional behavior**, including class preparation and participation, attire, and behavior exhibited during lecture and colloquium sessions.
4. **Specific determination of your grade for BUSN 1101 is based on the following:**

Grade Component	Percent of Final Grade
Weekly Attendance and Participation	18%
Exam One Wednesday, October 3	10%
Exam Two Monday, November 5	10%
Exam Three Wednesday, December 12	10%
PFS Paper – Inquiry Upload to Canvas by start of class, Monday, October 22	7%
PFS Paper – Cultural Awareness Upload to Canvas by start of class, Monday, November 12	7%
PFS Paper – Commitment to Success Upload to Canvas by start of class, November, November 26	7%
Resume Upload to Canvas [4%] by start of class, Friday, September 21 Approved (by Career Center) Resume [1%] -- Upload to Career Center Monday, October 1	5%
Informational Interview Proposal [1%] Upload to Canvas by start of class Friday, October 5 Reflection [4%] Upload to Canvas by start of class Friday, November 2	5%
Capstone Assignment Individual Paper [5%] -- Upload to Canvas by start of class Monday, December 3 Presentation [10%] – Groups will present in class Monday, December 3 and Wednesday, December 5	15%
Exercises Freshman Transition Questionnaire [2%] – September 17 Clifton Strengths [2%] – Monday, September 24 Advising Canvas Modules [2%] – Friday, October 12	6%
Total	100%

Grading Scale

The grading scale for this course is as follows:

Grade	Points
A	90 – 100
B	80 – 89
C	70 – 79
D	60 – 69
F	0 – 59

Guidelines for Assignments

- **Assignments and Late Submission of Work:**

All assignments should be submitted by the due date and time specified in the syllabus or on Canvas. Assignments submitted any later than the specified deadline will be considered late. Late assignments will be reduced by 10% automatically. Additional points will be deducted for each day the assignment is late.

- **Formatting Guidelines For All Assignments:** Please follow these guidelines, unless your instructor states otherwise. Papers should include a single-spaced header (.25 inches from the top) in the upper left corner of your paper with your name, section number, and the date. The title should be aligned between the header and body of your paper. Papers must be double-spaced, in size 12 Times New Roman font with 1-inch margins. The body of your paper should be left-aligned, with no spacing (beyond the normal double space) between paragraphs. See Canvas for example format. For PFS paper, please refer to PFS assignments for sample formats. It is very important that students adhere to the PFS formatting requirements.

Academic Integrity

All students are held to the Noble Niner Code and will be held accountable for violations of the Code. While you are encouraged to work and learn with each other, all assignments you submit must be your own work, unless the assignment specifically allows group work. The University imposes serious penalties for breaches of academic honesty and ALL cases of suspected breaches of honesty (i.e., cheating, plagiarism, or facilitating academic dishonesty) will be referred through the appropriate disciplinary channels as outline in the [University Policy 407, The Code of Academic Integrity](#). Detailed information about Academic Integrity at UNCC is also available at the following website: <http://integrity.uncc.edu/>

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 instructors. Notice of such changes will be by announcement in class and by email notice.

BUSN 1101 Introduction to Business & Professional Development | Fall 2018

Instructor: Sarah Haley | Section # B01

Course Outline and Deadlines

Assignments and projects associated with these weekly topics will be used to determine your grades in this course. Each student is expected to complete all assignments on time and with high quality:

DATE	TOPIC	READ / DUE / BRING
W, 8/22	Syllabus (Lifeline Intro, Photo Release, Waiver)	
F, 8/24	Lifeline Presentations: Group 1	DUE: Lifeline
M, 8/27	Lifeline Presentations: Group 2	DUE: Lifeline
W, 8/29	Lifeline Presentations: Group 3	DUE: Lifeline
F, 8/31	Chapter 1 – The US Business Environment	READ: Chapter 1
M, 9/3	NO CLASS – LABOR DAY	
W, 9/5	Chapter 1 – The US Business Environment	
F, 9/7	Chapter 11 – Attitude, Goal Setting, and Life Management Meet in Lynch 0110	READ: Chapter 11
M, 9/10	Chapter 12 – Time and Stress Management	READ: Chapter 12
W, 9/12	Writing a Stellar Resume	READ: Chapter 15
F, 9/14	Writing a Stellar Cover Letter	READ: Chapter 15
M, 9/17	Informational Interviews and Professional Communication	READ: Chapter 13 DUE: Freshman Transition Questionnaire
W, 9/19	Chapter 2 – Entrepreneurship, New Ventures, and Business Ownership	
F, 9/21	Meet at Ropes Course at 12:45pm	DUE: Resume Draft
M, 9/24	Clifton Strengths & Inquiry Assign PFS – Inquiry	BRING: Clifton Strengths Results
W, 9/26	Chapter 4 – Managing the Business	READ: Chapter 4
F, 9/28	Chapter 4 – Managing the Business	READ: Chapter 4
M, 10/1	Diversity in the Workplace Assign PFS Paper – Cultural Awareness	READ: Supplemental Reading DUE: Upload Resume to Hire-A-Niner
W, 10/3	EXAM #1 (Chapters 1, 2, 4, 11, 12, 15, + Diversity)	
F, 10/5	Guest Speaker – Dr. Patrick Madsen, Director of UCC Topic: Management Consulting as a Career	Due: Informational Interview Proposal
M, 10/8	NO CLASS – FALL BREAK	
W, 10/10	Chapter 6 – HR Management	READ: Chapter 6
F, 10/12	Chapter 6 – HR Management Meet in Lynch 0110	DUE: Advising Canvas Modules READ: Chapter 6
M, 10/15	Group Advising	BRING: Laptop if you have one***
W, 10/17	Chapter 5 – Operations Management and Quality Control	READ: Chapter 5
F, 10/19	Chapter 5 – Operations Management and Quality Control <i>Guest Speaker after class: Cody Munson from Hyster-Yale</i>	READ: Chapter 5
M, 10/22	Chapter 7 – Marketing and Consumer Behavior	DUE: PFS – Inquiry READ: Chapter 7
W, 10/24	Chapter 7 – Marketing and Consumer Behavior Assign PFS – Commitment to Success	READ: Chapter 7
F, 10/26	Chapter 8 – Information Technology for Business <i>Guest Speaker after class: Nick Maglosky from Ecomdash</i>	READ: Chapter 8
M, 10/29	Chapter 8 – Information Technology for Business	READ: Chapter 8
W, 10/31	Managing Personal Finances	
F, 11/2	Meet at Lynch at 12:15 – Visit to Vanguard	DUE: Informational Interview
M, 11/5	EXAM #2 (Chapters 5, 6, 7, 8, + Personal Finance)	
W, 11/7	Chapter 9 – Role of Accountants and Accounting Information	READ: Chapter 9
F, 11/9	Chapter 9 – Role of Accountants and Accounting Information	READ: Chapter 9
M, 11/12	Chapter 10 – Managing the Business Finances	DUE: PFS – Cultural Awareness

		READ: Chapter 10
W, 11/14	Chapter 10 – Managing the Business Finances	READ: Chapter 10
F, 11/16	Corporate Social Responsibility and Ethical Decision Making <i>Guest Speaker after class – Justin Le'Cuyer and Jimmy Coleman from Mako Medical</i>	DUE: Capstone Project Topic
M, 11/19	Corporate Social Responsibility and Ethical Decision Making	
W, 11/21	NO CLASS – THANKSGIVING HOLIDAY	
F, 11/23	NO CLASS – THANKSGIVING HOLIDAY	
M, 11/26	Chapter 3 – Understanding the Global Context of Business International Business	READ: Chapter 3 DUE: PFS – Commitment to Success
W, 11/28	Office of Education Abroad	
F, 11/30	Chapter 14 – Job Search Skills // Value of Internships	READ: Chapter 14
M, 12/3	Capstone: Presentations	DUE: Capstone Individual Reflection DUE: Capstone Presentation
W, 12/5	Capstone: Presentations	DUE: Capstone Presentation
W, 12/12	Exam #3 (Chapters 3, 9, 10, 14, Ethics) at 11:00am-1:30pm	

*** If you do not have a laptop, you can check one out from the library for 24 hours.

Subject to Change Updated August 20, 2018