



UNC CHARLOTTE

BELK COLLEGE *of* BUSINESS

BUSN 1101 - COURSE SYLLABUS
Introduction to Business & Professional Development

Fall 2019

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

Table of Contents

Instructor Contact Information	2
Course Description	2
Required Textbook and Readings	2
Student Learning Goals for BUSN 1101	2
Technical Requirements	2
Additional Resources/Technical Requirements	2
Course Policies	3
Overview of Course Requirements	3
Grading Scale	4
Guidelines for Assignments	4
Academic Integrity	4
Course Outline and Deadlines	5

Introduction to Business & Professional Development

Semester: BUSN 1101 | FALL 2019

Section: B01

Location: Friday 383

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) | 704-687-7568 (office landline)

Office: Niblock Student Center | Friday Building, #312A **Office Hours:** Mondays and Wednesdays – 2:30-4:00pm and by appt.

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, business analytics, economics, finance, international business, management, management information systems, marketing, and operations and supply chain management. Other topics addressed relate to preparing students for success and include goal setting, understanding the inquiry process, and cultural awareness. Other topics related to professional development include: career planning, business etiquette, oral and written communication, networking, and professional presence.

Required Textbook and Readings:

- UNCC - BUSN 1101. Custom edition, Pearson Collections, Pearson Learning Solutions, 2019, ISBN 10: 1323945938, ISBN 13: 9781323945933
- Pearson Career Success Platform: Academic Success Modules and Career Success Modules | UNC Charlotte Code: BUS11-BUS11-13092

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 UNC Charlotte 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 UNC Charlotte and the BCOB. Our expectation is that you will conduct yourself at all times as an aspiring professional who interacts 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.
- **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	14%
Exam One Friday, October 4	12%
Exam Two Friday, November 1	12%

Exam Three Wednesday, December 11	12%
PFS Paper – Inquiry Upload to Canvas by start of class, Monday, October 21	8%
PFS Paper – Cultural Awareness Upload to Canvas by start of class, Monday, November 11	8%
PFS Paper – Commitment to Success Upload to Canvas by start of class, Monday, November 25	8%
Resume Upload to Canvas by start of class, Monday, December 2	5%
Informational Interview Proposal [2%] Upload to Canvas by start of class Friday, September 27 Analysis [6%] Upload to Canvas by start of class Wednesday, October 30	8%
Exercises Freshman Transition Questionnaire [3%] – Monday, September 9 Clifton Strengths [3%] – Monday, September 30 Business Basics Modules (Canvas) [3%] – Wednesday, October 9	9%
Pearson Career Success Platform/Modules Pearson Career Success Platform/Modules – Throughout Semester	4%
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.

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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, 8/21	Syllabus (Lifeline Intro, Photo Release, Waiver)	
F, 8/23	Lifeline Presentations: Group 1	DUE: Lifeline
M, 8/26	Lifeline Presentations: Group 2	DUE: Lifeline
W, 8/28	Lifeline Presentations: Group 3	DUE: Lifeline
F, 8/30	Chapter 1 – The US Business Environment	READ: Chapter 1
M, 9/2	NO CLASS – LABOR DAY	
W, 9/4	Chapter 1 – The US Business Environment (Guest Instructor)	READ: Chapter 1
F, 9/6	Attitude, Goal Setting, and Life Management Discussion: Being a Good Mentee	
M, 9/9	Time and Stress Management ASSIGN: Informational Interview	DUE: Freshman Transition Questionnaire
W, 9/11	ASSIGN: PFS Cultural Awareness Diversity in the Workplace	READ: Supplemental Reading in Canvas
F, 9/13	Diversity in the Workplace SKYPE: TBD	READ: Supplemental Reading in Canvas
M, 9/16	Chapter 3 – Entrepreneurship, New Ventures, and Business Ownership	READ: Chapter 3
W, 9/18	Chapter 3 – Entrepreneurship, New Ventures, and Business Ownership SKYPE: Chris Elmore, AvidXchange	READ: Chapter 3
F, 9/20	NO CLASS – Meet at Ropes Course at 12:30pm	
M, 9/23	Chapter 5 – Managing the Business	READ: Chapter 5
W, 9/25	Chapter 5 – Managing the Business SKYPE: Joanne Lindley, Ettain Group	READ: Chapter 5
F, 9/27	Economic Mobility // Volunteering at Promising Pages (Meet at Lynch for class) ASSIGN: PFS Inquiry	Due: Informational Interview Proposal
M, 9/30	Clifton Strengths (Guest Instructor)	BRING: Clifton Strengths Results
W, 10/2	Guest Speaker – Dr. Patrick Madsen, Director of UCC Topic: Management Consulting as a Career	
F, 10/4	EXAM #1	
M, 10/7	NO CLASS – FALL BREAK	
W, 10/9	Chapter 7 – HR Management and Labor Relations	READ: Chapter 7 DUE: Business Basics Modules (Canvas)
F, 10/11	Chapter 7 – HR Management and Labor Relations SKYPE: Chelsey Carpenter, Enterprise	READ: Chapter 7
M, 10/14	Chapter 6 – Operations Management and Quality	READ: Chapter 6
W, 10/16	Chapter 6 – Operations Management and Quality SKYPE: Cody Munson, Hyster-Yale	READ: Chapter 6
F, 10/18	Group Advising for Spring 2019 Guests: Academic and Career Coaching	READ: Chapter 8
M, 10/21	Chapter 8 – Marketing Processes and Consumer Behavior	DUE: PFS – Inquiry READ: Chapter 8
W, 10/23	Chapter 8 – Marketing Processes and Consumer Behavior SKYPE: TBD	READ: Chapter 8
F, 10/25	ASSIGN: PFS Commitment to Success Chapter 2 – Understanding Business Ethics and Social Responsibility	READ: Chapter 2
M, 10/28	Chapter 2 – Understanding Business Ethics and Social Responsibility SKYPE: Sarah Murray, Sustainability Analyst at Lowe's	READ: Chapter 2
W, 10/30	Managing Personal Finances	READ: Appendix DUE: Informational Interview Analysis
F, 11/1	EXAM #2	

M, 11/4	Chapter 9 – Information Technology for Business	READ: Chapter 9
W, 11/6	Chapter 9 – Information Technology for Business SKYPE: TBD	READ: Chapter 9
F, 11/8	Guest Speaker: Office of Education Abroad	READ: Chapter
M, 11/11	Chapter 10 – Role of Accountants and Accounting Information	READ: Chapter 10 DUE: PFS – Cultural Awareness
W, 11/13	Chapter 10 – Role of Accountants and Accounting Information SKYPE: Sarah Forman, PwC	READ: Chapter 10
F, 11/15	Chapter 11 – Managing the Business Finances	READ: Chapter 11
M, 11/18	Chapter 11 – Managing the Business Finances SKYPE: TBD	READ: Chapter 11
W, 11/20	Developing a Resume	
F, 11/22	NO CLASS: Meet at 12:30pm at Lynch Hall for Site Visit to Red Ventures	
M, 11/25	The Value of Internships (Guest Instructor)	DUE: PFS – Commitment to Success
W, 11/27	NO CLASS – THANKSGIVING BREAK	
F, 11/29	NO CLASS – THANKSGIVING BREAK	
M, 12/2	Chapter 4 – Understanding the Global Context of Business International Business	READ: Chapter 4 DUE: Resume Draft
W, 12/4	Wrap Up and Queen City Career Guides	
W, 12/11	Exam #3 at 11:00am-1:30pm, FRI 383	

Subject to Change – Updated August 21, 2019