

BUSN 1101: Introduction to Business & Professional Development

Section H01, Fall 2019
Thursday 10:10-11:00 AM
Friday 383

Instructor: Zack Lord, Assistant Director of Professional Development and Honors Programs
Office: Friday 311D (Niblock Student Center)
Phone: 704-687-6068
Email: zlord2@uncc.edu
Office Hours: Email me to set something up!

The expectations and policies set forth in this syllabus for BUSN 1101 are intended to create a productive learning environment for all students. Before continuing in this course, please carefully read this document in its entirety. If you feel that you are unable to comply with these expectations and policies, you risk losing the opportunity to participate further in this course and BHP.

Textbook: *UNCC BUSN 1101. Custom edition, Pearson Publishing, 2019.*

Course Description: BUSN 1101. Introduction to Business and Professional Development. (3)
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: The objectives of this course are to:

- 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 (SLOs) 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 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.

Guidelines for Success in BUSN 1101:

1. Students should read assigned chapters prior to class. Class time is to (1) reinforce important concepts from the text, (2) provide new information not in the text, and (3) as a platform for you to seek further clarification from the professor. Note that hours spent studying does not necessarily equate to an “A” grade – only your performance as measured by the grades on exams, papers, exercises, and attendance and participation. You have to demonstrate your understanding and application of the material; this is what determines your overall grade.
2. Students should take notes on the chapter readings prior to attending the class. If you have done this then you will have an easier time following class discussion and recording additional notes. This is not writing down every spoken word, but maximizing your understanding of key concepts and examples. We will not have time to cover all of the textbook and other assigned material in class discussions. Students are responsible for all assigned material, whether or not it is discussed in class.
3. To get the most benefit from your college education, students should attend every class. You assume full responsibility for material covered and assignments given during a missed class.
 - a. Attendance and participation is worth 10% 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.
 - b. Attendance is expected at all classes, except when excused for documented medical reasons or other situations acceptable to the instructor in advance of

class. If you cannot attend class, be sure to email the instructor as soon as possible (preferably 24 hours in advance) to let them know.

4. You are responsible for getting notes and finding out details regarding assignments discussed on days you are absent.
5. 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.
6. All assignments are due prior to the beginning of class unless otherwise noted. Late assignments will be accepted but with the following consequences:
 - a. After the start of class, but by 5pm on the due date -10 points
 - b. One day late, by class time -20 points
 - c. Each additional day late, by class time -20 points per day
7. Please prepare for exams early. Ask questions and participate in class discussions 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.
 - a. 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.
 - b. Students must 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 own test and answer form, and (4) cover your answers to prevent others from viewing your work. 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 are collected at the end of the exam period.
8. If you miss an exam or assignment, you will receive a "zero" unless you have a documented, excused absence. In the case of an excused absence, you are allowed to complete the work.
9. Let me know anytime during the semester if you are having difficulty with the course, have any questions about the assignments and requirements, or need additional help.

Additional Course and University Policies:

Academic Integrity: All students are expected to know and abide by the UNC Charlotte “Code of Student Academic Integrity” as described online. Students found in violation may be subject to failure of the assignment, exam, and/or 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: Students in this course seeking accommodations due to disabilities, must first contact the Office of Disability Services, and follow the instructions of that office for obtaining accommodations.

Electronics Policy: In order to create an active and engaging learning environment, all electronic devices used for other purposes than classroom instruction is prohibited during class, except during emergencies. Students who choose to violate the electronics policy may be asked to leave class and lose participation and/or attendance points for the day.

Needs Statement: Any student facing a crisis is urged to contact the Dean of Students for support and resources on campus. UNCC maintains a food bank where students can get free food if they need it. For more information, visit the Jamil Niner Student Pantry.

Professional Behavior: Throughout your Belk College of Business experience, you will come in contact with many important stakeholders of UNC Charlotte and BCOB. Our expectation is that you will conduct yourself at all times as aspiring professionals who interact respectfully with their peers, faculty, alumni, and corporate leaders. Students are expected to listen to and engage respectfully with instructors, guest speakers, and their peers without having side conversations. Failure to apply professional behavior will result in points being deducted from the participation grade, as well as potentially being asked to leave the class.

Technical Requirements: Be sure to read any weekly announcements and check Canvas for important information and updates about the course. Canvas is the central hub for posting assignments and email distribution. Students are also 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. If you have any technical questions and/or problems, contact UNC Charlotte Information and Technology Services.

Syllabus Modification: The standards, requirements, and dates in this syllabus may be modified at any time by the course instructor. The instructor will provide notification of changes by announcement in class, or email.

Grading Scale:

A 90-100 B 80-89.99 C 70-79.99 D 60-69.99 F 59.99 and below

*There will be NO rounding up of final grades.

Course Exams, Assignments, Exercises, and Attendance & Participation

Additional information will be provided for course exams, assignments, and exercises.

Assignment	Points
Exam #1	100
Exam #2	100
Exam #3	100
PFS Paper #1	100
PFS Paper #2	100
PFS Paper #3	100
Informational Interview	100
Exercises & Homework	100
Attendance & Participation	100
Passport	100
TOTAL	1000

Tentative Schedule

Date	Class Topic	Assignments
M 8/19	Convocation	
W 8/21	Course Overview & Introductions	
F 8/23	Lifelines	Due: Lifeline presentation Due: Student Information Form Due: Syllabus Quiz (on Canvas)

M 8/26	Lifelines	
W 8/28	The U.S. Business Environment <i>Assign Freshman Transition Questionnaire</i>	Due: Read Chapter 1
F 8/30	The U.S. Business Environment <i>Assign Informational Interview assignment</i>	
M 9/2	Labor Day - No Class	
W 9/4	Getting Involved/Campus Resources	
F 9/6	Atkins Library & Academic Research <i>Guest Speaker: Abby Moore</i>	Bring Laptops to class
M 9/9	The Inquiry Process <i>Assign PFS #2 Paper (Inquiry)</i>	Due: Freshman Transition Questionnaire
W 9/11	Time Management/Academic Strategies	
F 9/13	Managing the Business <i>Assign Business Basics Modules</i>	Due: Read Chapter 5
M 9/16	Diversity in the Workplace <i>Assign PFS #3 Paper (Cultural Awareness)</i>	
W 9/18	Interviewing/Digital Identity <i>Assign Big Interview assignment</i>	
F 9/20	Human Resource Management <i>Guest Speaker: Dr. Natasha Randle</i>	Due: Read Chapter 7 Due: Passport #1
M 9/23	Business Current Events Discussion/TBA	Due: Informational Interview Proposal
W 9/25	Career Planning and the Job Search <i>Assign PFS #1 Paper (Commitment to Success)</i>	
F 9/27	Exam #1	
M 9/30	Goal Setting and Life Management	
W 10/2	The Role of Accountants and Accounting Information	Due: Read Chapter 10
F 10/4	StrengthsFinder <i>Guest Speaker: Ms. Sarah Haley</i>	Due: Clifton Strengths Assessment
M 10/7	Fall Break - No Class	
W 10/9	Stress Management - Yoga Day <i>Meet at the Belk Gym, wear exercise clothing</i>	Due: Business Basics Modules
F 10/11	Group Advising <i>Guest Speaker: Ms. Sarah Pickel</i>	Due: Passport #2 Bring laptops to class
M 10/14	Communication	Due: PFS Paper #1 (Commitment to Success)
W 10/16	Operations Management & Quality	Due: Read Chapter 6
F 10/18	Operations Management Guest Speaker <i>Meet in Friday 153</i>	
M 10/21	Resumes	
W 10/23	Mental Health	Due: Turn in Resume and upload to Hire-A-Niner

F 10/25	Wellness	Due: Informational Interview Analysis
M 10/28	Information Technology for Business	Due: Read Chapter 9
W 10/30	Business Current Events Discussion/TBA	
F 11/1	Entrepreneurship, New Ventures, and Business Ownership	Due: Read Chapter 3 Passport #3
M 11/4	Exam #2	
W 11/6	Networking	
F 11/8	Understanding Ethics and Social Responsibility	Due: Read Chapter 2 <i>Due: PFS Paper #2 (Inquiry)</i>
M 11/11	Business Analytics	Due: Read TBD
W 11/13	Managing Business Finances	Due: Read Chapter 11
F 11/15	Managing Your Personal Finances	Due: Read Appendix
M 11/18	Internships <i>Guest Speaker: Ms. Sarah Haley</i>	
W 11/20	Understanding the Global Context of Business	Due: Read Chapter 4
F 11/22	Marketing Process and Consumer Behavior	Due: Read Chapter 8 Due: Passport #4
M 11/25	Studying Abroad <i>Guest Speaker: Office of Education Abroad</i>	
11/27 - 11/29	Thanksgiving Break - No Class	
M 12/2	Business Current Events Discussion/TBA	<i>Due: PFS Paper #3 (Cultural Awareness)</i>
W 12/4	Semester Debrief	
W 12/11	Exam #3 (Final) <i>8:00am - 10:30am</i>	Due: Passport #5