BUSN 1101-001, 002  
**Introduction to Business & Professional Development**  
Spring 2018

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.

<table>
<thead>
<tr>
<th>Instructor</th>
<th>Email</th>
<th>Telephone</th>
<th>Office Location</th>
<th>Office Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. Daryl L. Kerr</td>
<td><a href="mailto:dlrkerr@uncc.edu">dlrkerr@uncc.edu</a></td>
<td>704-687-7654</td>
<td>FRI 344-B</td>
<td>TR 8:00 – 9:15 am</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4:45 – 5:30 pm or Email for appointment</td>
</tr>
</tbody>
</table>

**Instructor**

Dr. Daryl L. Kerr

dlrkerr@uncc.edu

**Email**

**Telephone**

704-687-7654

**Office Location**

FRI 344-B

**Office Hours**

TR 8:00 – 9:15 am
4:45 – 5:30 pm or Email for appointment

**Classes**

<table>
<thead>
<tr>
<th>BUSN 1101-001</th>
<th>TR</th>
<th>9:30 – 10:45 am</th>
<th>Friday 106</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSN 1101-002</td>
<td>TR</td>
<td>11:00 am – 12:15 pm</td>
<td>Friday 106</td>
</tr>
<tr>
<td>COMM 3160-H01</td>
<td>TR</td>
<td>2:00 – 3:15 pm</td>
<td>Friday 381</td>
</tr>
<tr>
<td>COMM 3160-H02</td>
<td>TR</td>
<td>3:30 – 4:45 pm</td>
<td>Friday 381</td>
</tr>
</tbody>
</table>

**Textbook**


**Course Description**

*BUSN 1101. Introduction to Business and Professional Development.* (3) Prerequisite: Belk College of Business major with less than 35 hours earned and approval of advisor. Fundamentals of business, including accounting, business analytics, economics, finance, international business, management, management information systems, marketing, 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, organized, and managed
- Examine how businesses operate in our modern economic, political, and social 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 career planning and 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. 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.

*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.
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.

Information on these three outcomes and the specific assignments will be discussed in class.

<table>
<thead>
<tr>
<th>Course Exams, Assignments, Attendance &amp; Participation</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam # 1</td>
<td>16%</td>
<td>____ x 0.16 = ____</td>
</tr>
<tr>
<td>Exam # 2</td>
<td>16%</td>
<td>____ x 0.16 = ____</td>
</tr>
<tr>
<td>Exam # 3</td>
<td>16%</td>
<td>____ x 0.16 = ____</td>
</tr>
<tr>
<td>PFS Paper # 1</td>
<td>12%</td>
<td>____ x 0.12 = ____</td>
</tr>
<tr>
<td>PFS Paper # 2</td>
<td>12%</td>
<td>____ x 0.12 = ____</td>
</tr>
<tr>
<td>PFS Paper # 3</td>
<td>12%</td>
<td>____ x 0.12 = ____</td>
</tr>
<tr>
<td>Career Map</td>
<td>6%</td>
<td>____ x 0.06 = ____</td>
</tr>
<tr>
<td>Exercises</td>
<td>5%</td>
<td>____ x 0.05 = ____</td>
</tr>
<tr>
<td>Attendance &amp; Participation</td>
<td>5%</td>
<td>____ x 0.05 = ____</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
<td>____</td>
</tr>
</tbody>
</table>

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

Guidelines for Success in BUSN 1101:

1. Students should read assigned chapters prior to class. Class time is used 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 class. If you have taken notes prior to class, you will have an easier time recording additional notes during class and following the discussion. Taking notes is not writing down every written or spoken word but maximizing your understanding of key concepts and examples. We will not have time to cover all textbook material in class discussions. Students are responsible for all assigned material, whether or not 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. In order to encourage attendance and participation, it is worth 5% 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, (5) not leaving and returning to the room during class time, and (6) remaining in class from the beginning until the end of the session.
Therefore, the following points are 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 unprofessional behavior (e.g. on your phone, 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 during class time)

Note that excessive tardiness, inattentiveness, and leaving and returning to the classroom during class may result in a doubling of these points.

4. All PFS Papers and the Career Map must be typed. Please use Times New Roman, 12 point font. Always edit and proofread your assignments before submitting them for a final grade. These papers are graded on content, format, organization, mechanics, grammar and spelling. Utilize the Writing Resources Center on campus to improve your writing skills.

5. 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 class time - 20 points
   - Each additional day late, by class time - 20 points per day

6. 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.

   The format for the exams is true-false and multiple choice. Please come prepared to the exams with two # 2 pencils. 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. Note that it has to be a medical "emergency" to miss an exam.

7. 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.

8. Communication with Dr. Kerr – Email messages regarding this class are formal modes of business communication. Accordingly, email correspondence should be written in a formal manner. Proper email etiquette begins with a clear, direct subject heading to include your class name, section number, and purpose of the email (e.g. BUSN 1101-002, Question about PFS Paper # 1). An appropriate salutation (e.g., “Dr. Kerr”) should also be included, followed by a colon, in the body of the message. Email messages should be written with appropriate content, grammar, spelling, punctuation, and tone.

9. Please 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.

**UNC Charlotte Email**: Students should read their UNC Charlotte email on a continuing basis. In addition, business students should remain professional in all communication with the University. If you have any technical questions or problems, contact UNC Charlotte Information and Technology Services at 704-687-5500 or itservices.uncc.edu.

**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.
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 a 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.

Professional Behavior: Throughout your college experience, you will meet many important stakeholders of UNC Charlotte and the Belk College of Business. Our expectation is that you will conduct yourself as aspiring professionals who respectfully interact with your peers, faculty, staff, alumni, and corporate leaders. In class, you should respectfully listen to, and engage with, faculty, guest speakers, and peers without having side conversations. Failure to apply professional behavior in class may result in points deducted from the participation grade, as well as potentially being asked to leave class.

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 or via email.

---

**BUSN 1101-001, 002: Introduction to Business & Professional Development**

Class information printed in regular font, exams and assignments due dates in **bold**, University information in *italics*.

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>TEXT</th>
</tr>
</thead>
</table>
| T    | 1/9   | Course Syllabus  
Roles and Responsibilities of Students and Faculty  
Exercise # 1 - Student Information Form completed | |
| R    | 1/11  | The U.S. Business Environment – Economics  
Assign Exercise # 2 – UCAE Workshops (University Center for Academic Excellence) | Chpt. 1 |
| T    | 1/16  | The U.S. Business Environment – Economics (continued)  
Charlotte, UNC Charlotte, Belk College of Business  
Assign Cultural Awareness Activity | |
| R    | 1/18  | Universities and Colleges – Knowledge & Inquiry  
Business Research Processes and Resources  
Assign PFS Paper # 1 - Inquiry | |
| T    | 1/23  | Entrepreneurship, New Ventures, and Business Ownership  
Assign Exercise # 3 – Clifton Strengths Finders | Chpt. 2 |
| R    | 1/25  | Managing the Business  
Belk College of Business CEO Speaker Series – Mr. Mark Beck, President & CEO of Jeld-Wen, Inc., 11 am – 12 noon, Popp Martin Student Union, Third floor  
Register by January 17 at belkcollege.uncc.edu/CEOspring2018 | Chpt. 4 |
| T    | 1/30  | Managing Yourself – Career Planning and the Job Search  
Assign Exercise # 4 – Self-Assessment Exercises  
Assign Career Map | |
| R    | 2/1   | Attitude, Goal Setting and Life Management  
Business Writing Tips for the PFS Papers | Chpt. 11 |
<table>
<thead>
<tr>
<th>Date</th>
<th>Assignment</th>
</tr>
</thead>
</table>
| T 2/6 | Exercise # 3 Due – Clifton Strength Finders  
   Guest Speaker – Debrief Results from Clifton Strengths Finders |
| R 2/8 | Exercise # 4 – Self-Assessment Exercises Due  
   Operations Management & Quality |
| T 2/13 | PFS Paper # 1 - Inquiry Due  
   Time and Stress Management, Organizational Skills |
| R 2/15 | EXAM # 1 - Chapters 1, 2, 4, 5, 11, 12; Class Notes from 1/9 to 2/13 |
| T 2/20 | Communication  
   Assign Exercise # 5 – Advising Session Form |
| R 2/22 | Human Resource Management |
| T 2/27 | Exercise # 5 – Advising Session Form Due  
   Group Advising Session – Please meet in Friday 339, Computer Lab |
| R 3/1 | Assign PFS Paper # 2 – Commitment to Success  
   Human Resource Management (continued) |
| T 3/6 | NO CLASSES – Spring Break |
| R 3/8 | NO CLASSES – Spring Break |
| T 3/13 | Diversity in the Workplace  
   Assign PFS Paper # 3 – Cultural Awareness |
| R 3/15 | Career Map Due  
   Job Search Skills |
| T 3/20 | Resumes and Cover Letters |
| R 3/22 | Interview Techniques |
| T 3/27 | Marketing Processes and Consumer Behavior |
| R 3/29 | Exam # 2 - Chapters 6, 13, 15, 16; Class Notes from 2/20 to 3/27 |
| T 4/3 | PFS Paper # 2 - Commitment to Success Due  
   Guest Speaker: Preparing for Internships and the Job Search Process |
| R 4/5 | Marketing Processes and Consumer Behavior (continued) |
| T 4/10 | Information Technology for Business |
| R 4/12 | The Role of Accountants and Accounting Information |
| T 4/17 | Managing Business Finances |
| R 4/19 | PFS Paper # 3 - Cultural Awareness Due  
   Managing Your Personal Finances |
| T 4/24 | Understanding the Global Context of Business |
| R 4/26 | No class today |
| T 5/1 | Last Day of University Classes  
   Exercise # 2 – UCAE Workshops Due  
   Guest Speaker: Office of Education Abroad representative |
| W 5/2 | Reading Day |
| R 5/3 | Final Exams Begin |
| T 5/8 | Section 002 – MW 11:00 am class, scheduled from 11:00 am – 1:30 pm  
   Exam # 3 - Chapters 3, 7, 8, 9, 10, Appendix; Class Notes from 3/27 to 5/1 |
| R 5/10 | Section 001 – MW 9:30 am class, scheduled from 8:00 – 10:30 am  
   Exam # 3 - Chapters 3, 7, 8, 9, 10, Appendix; Class Notes from 3/27 to 5/1 |
| F 5/11 | Commencement at 1:00 p.m. – Belk College of Business, College of Arts & Architecture, and the College of Health & Human Services |
| M 5/14 | Grades Due by Noon |