BA 1301 – Introduction to Business

Course Description/Overview

Fundamental principles of business organization, ownership, operation, and control. Helpful to beginning students in selecting a major program of study.

Prerequisites

Knowledge
There is not a required prerequisite course.

Technology
Students will retrieve course work materials from Blackboard. Students must be able to access the internet and Microsoft Word.

Classroom Philosophy
In order to be effective and to survive in today’s complex world, organizations must be able to anticipate, create, organize, adapt to and utilize change. A well-executed approach to organizational and personal learning is a key reason that organizations and individuals achieve excellence and deal with change. Accordingly, organizations demand people who are enthusiastic life-long learners, who have developed themselves as individuals, who are self-renewing, flexible, and self-directed, who shape their own environments by imaginative ideas and action.

Class Meeting Times
Classes meet in Rassman 266 on Monday - Friday at 12:00 p.m. – 1:45 p.m.

Technical Support
The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911 or by email at helpdesk@angelo.edu

Faculty/Instructor Information

Rene Segoviano
Instructor of Management and Marketing
Office: Rassman 242
Phone: (325) 486-6630
E-mail: rene.segoviano@angelo.edu
Office Hours: By appointment.
Course Textbook

Course e-book and materials may be found on the University’s Blackboard system at http://blackboard.angelo.edu. PowerPoint slides are available on Blackboard. The hard copy of the book is not required for the class, but if you wish the purchase one for reference, here is the order information:


Course Objectives

Learning Objectives

Introduction to Business is designed to introduce students to the world of organizations and business and to help students become creative, self-directed learners. As a result of completing this course, the student should have achieved the following:

1. An awareness of the disciplines and body of knowledge associated with business.
2. An awareness of the alternative objectives (outcomes) for an education in business.
3. An awareness of the resources of the business program, the University, and the community for achieving personal educational objectives.
4. A plan concerning how educational and developmental objectives may be achieved.
5. An awareness that this is a value-added learning experience.

Assessment

Your assessment of the objectives above will be through a combination of four exams, homework assignments, and class participation.

These objectives can only be achieved through a joint effort: I will work to stimulate your interest and learning in these areas, but you will be expected to display initiative and a program of self-study as well. In that sense, a complementary objective of the course is to provide you with an environment that will encourage and reward your own intellectual effort, while simultaneously maintaining rigorous standards that identify those who are motivated to pursue excellence in their own educational preparation for a business career.

Course Format

Your time during the course will be allocated among a set of interrelated activities:

* independent reading and preparation for tests
* lectures and class discussions
* class discussion of readings
* assignments/homework

The specific readings for each class period are in a course schedule published on Blackboard.

Grading Policies

Exams count for 60% of your grade. Homework assignments and quizzes count for 30% of your grade. Class participation counts for 10% of your grade.
There will be four exams of 100 points. There are a total of 13 homework assignments and quizzes that must be completed by the due date. Class participation grade is determined by attendance (See attendance policy below).

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>A</td>
<td>90 – 100 %</td>
<td>450 – 500</td>
</tr>
<tr>
<td>B</td>
<td>80 – 89 %</td>
<td>400 – 449</td>
</tr>
<tr>
<td>C</td>
<td>70 – 79 %</td>
<td>350 – 399</td>
</tr>
<tr>
<td>D</td>
<td>60 – 69 %</td>
<td>300 – 349</td>
</tr>
<tr>
<td>F</td>
<td>Below 59 %</td>
<td>Below 300</td>
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</tbody>
</table>

The tests during the term are in an objective-test format with. The tests will consist of multiple-choice questions given in the traditional format. SCANTRON answer forms will be provided at no cost to students during the term for the multiple-choice questions.

The tests during the term will generally involve about 50 - 60 multiple-choice questions. They will sample about evenly from both the general concepts and the details presented in the text and in class. Please keep in mind that being prepared and taking the tests during the allocated times is your responsibility. The tests are on the schedule and I urge you to mark them on your calendar now. Missing a scheduled test without approval will result in a zero for that test.

**Attendance/Class Participation**

Class attendance is important, strongly encouraged, and expected. Class lectures and discussions will supplement text materials and will be included as an aspect of the tests. Further, you are responsible for everything that is discussed in class, taken up in class, or handed out in class. Participation based on attendance is graded thus:

- 3 absences or less: 100%
- 4 absences: 90%
- 5-6 absences: 70%
- 7 or more absences: 0%

My policy regarding attendance is simple; it is based on rewarding “good” behavior and failing to reward “bad” behavior. Punishment is not part of this equation. Therefore, if you are absent a total of two or less this semester, you will qualify for any curve that is given at the end of course. If you miss three or more classes, then you do not qualify for any curve that might be given at the end of the term.

What I am demanding from you in this class is a pattern of responsible involvement in the course and in your own learning experience. Most jobs in the real world require you to be at work, to be there on time, and to stay until the work is complete. I require this of you now. If you do not agree with my standards, then you should take this course with someone else.

The class provides an opportunity for you to develop abilities in communicating with others about your ideas and approaches for dealing with introductory business problems. This is important. After graduation you will spend much of your professional career doing just that, regardless of the specific career area you pursue. The potential of this opportunity is only fully realized if you make meaningful contributions to the course in class discussions and debate.
Response Time

Feedback will be provided for each test, typically on the first class day following each exam. However, you are welcome to come by at any point to review your test in more detail if you wish. I will be pleased to go over your test with you personally if you have questions or concerns that are not discussed in the review of the exam.

Missed/Late Work

If you are unable to take an exam for a valid reason, recognized by the university, such as illness or death in the family, a makeup exam will be scheduled. You will be required to produce documentary evidence to substantiate your claim. Any other excuse must be approved by telephone in advance. If no advance approval is given, there will be no make-up.

Course and University Policies

Academic Honesty and Other Important Issues

Academic Integrity
Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code and the ASU Student Handbook.

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a. It is the professor’s intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

b. Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do no violate this trust. Violation of academic integrity will result in a failing grade for the course.

College of Business Code of Ethics
Students, faculty, administrators and professional staff of the College of Business should always:

• Be forthright and truthful in dealings with all stakeholders
• Take responsibility for one’s actions and decisions
• Serve as an example of ethical decision-making and behavior to others
• Admit errors when they occur, without trying to conceal them
• Respect the basic dignity of others by treating them as one would wish to be treated

Courtesy and Respect
Courteous and Respect are essential ingredients to this course. We respect each other's opinions and respect their point of view at all times while in our class sessions. The use of profanity & harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, life style, race (ethnicity), religion, etc., violations of these rules will result in immediate dismissal from the course.
Accommodations for Disability
As stated in the Angelo State University Operating Policy and Procedure (OP 10.15 Providing Accommodations for Students with Disabilities), the Student Life Office is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student’s responsibility to initiate such a request by contacting the Student Life Office at (325) 942-2191 or (325) 942-2126 (TDD/FAX) or by e-mail at Student.Life@angelo.edu to begin the process. The Student Life Office will establish the particular documentation requirements necessary for the various types of disabilities.

Student absence for religious holidays
As stated in the Angelo State University Operating Policy and Procedure (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

Course Drop
To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrars_office/course_drop_provisions.php.

Incomplete as a Course grade
As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade I is given when the student is unable to complete the course because of illness or personal misfortune. An I that is not removed before the end of the next long semester automatically becomes an F. A graduate student will be allowed one year to remove a grade of I before it automatically becomes an F. To graduate from ASU, a student must complete all I’s.

Grade Appeal Process
As stated in the Angelo State University Operating Policy and Procedure (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, equitable evaluation procedures, or appropriate grading, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: http://www.angelo.edu/content/files/14196-op-1003-grade-grievance
### BUSI 1301 – Introduction To Business

#### Summer 2018 - Class Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignment/Quiz</th>
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<tbody>
<tr>
<td>June 4</td>
<td>Course Introduction&lt;br&gt;Chapter 1: The US Business Environment</td>
<td>Assignment/Quiz 1 - Chapter 1</td>
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<tr>
<td>June 5</td>
<td>Chapter 2: Understanding Business Ethics and Social Responsibility</td>
<td>Assignment/Quiz 2 - Chapter 2</td>
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<tr>
<td>June 6</td>
<td>Chapter 3: Entrepreneurship, New Ventures, and Business Ownership</td>
<td>Assignment/Quiz 3 - Chapter 3</td>
</tr>
<tr>
<td>June 7</td>
<td>Chapter 4: Understanding the Global Context of Business</td>
<td>Assignment/Quiz 4 - Chapter 4</td>
</tr>
<tr>
<td>June 8</td>
<td>Review for Exam 1. Finish online assignments.</td>
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<tr>
<td>June 11</td>
<td></td>
<td><strong>Exam 1</strong></td>
</tr>
<tr>
<td>June 12</td>
<td>Chapter 5: Managing the Business</td>
<td>Assignment/Quiz 5 - Chapter 5</td>
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<tr>
<td>June 13</td>
<td>Chapter 6: Organizing the Business</td>
<td>Assignment/Quiz 6 - Chapter 6</td>
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<tr>
<td>June 14</td>
<td>Chapter 7: Operations Management and Quality</td>
<td>Assignment/Quiz 7 - Chapter 7</td>
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<tr>
<td>June 15</td>
<td>Review for Exam 2. Finish online assignments.</td>
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<tr>
<td>June 18</td>
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<td><strong>Exam 2</strong></td>
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<tr>
<td>June 19</td>
<td>Chapter 8: Employee Behavior and Motivation</td>
<td>Assignment/Quiz 8 - Chapter 8</td>
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<tr>
<td>June 20</td>
<td>Chapter 9: Leadership and Decision</td>
<td>Assignment/Quiz 9 - Chapter 9</td>
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<tr>
<td>June 21</td>
<td>Chapter 10: Human Resource Management and Labor Relations</td>
<td>Assignment/Quiz 10 - Chapter 10</td>
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<tr>
<td>June 22</td>
<td>Review for Exam 3. Finish online assignments.</td>
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<tr>
<td>June 25</td>
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<td><strong>Exam 3</strong></td>
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<tr>
<td>June 26</td>
<td>Chapter 11: Marketing Processes and Consumer Behavior</td>
<td>Assignment/Quiz 11 - Chapter 11</td>
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<tr>
<td>June 27</td>
<td>Chapter 12: Developing and Pricing Products</td>
<td>Assignment/Quiz 12 - Chapter 12</td>
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<tr>
<td>June 28</td>
<td>Chapter 13: Distributing and Promoting Products</td>
<td>Assignment/Quiz 13 - Chapter 13</td>
</tr>
<tr>
<td>June 29</td>
<td>Review for Exam 4. Finish online assignments.</td>
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<tr>
<td>July 2</td>
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<tr>
<td>July 3</td>
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<td><strong>Exam 4 (Final Exam)</strong></td>
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