

BUSI 1301 – Introduction to Business

Course Description/Overview

This course is an introduction to the fundamental principles of business organization, ownership, operation, and control. It is intended to help beginning students selecting a major program in the College of Business and lay the foundation for other business courses.

Prerequisite Knowledge

There are no prerequisites for this course.

Course Technology

Students should be familiar with the use of Microsoft Office Word and PowerPoint (or other acceptable presentation) software and have access to Angelo State University Blackboard. Students will access to course materials and online assignments and tests using Learn Smart by McGraw-Hill, Foliotek Career Success Program, and Blackboard. Students will be required to purchase an access code from either the ASU Bookstore or directly from McGraw-Hill to access the online text and assignments. Students will be required to purchase an access code from either the ASU Bookstore or directly from Foliotek to access the Career Success Program.

Class Meeting Times

BUSI 1301.010 class meets on Tuesdays/Thursdays from 2:00 to 3:15 in RAS 105.

BUSI 1301.020 class meets on Tuesdays/Thursdays from 12:30 to 1:45 in RAS 105.

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

Gayle Randall

Senior Instructor of Management and Marketing

Office: RAS 244

Phone: 325-486-6619; Mobile: 325-939-1263

E-mail: grandall@angelo.edu

Office Hours: MW 11:00 -12:00 and 12:45 – 1:30; TR 11:30 –12:30; by appointment

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. Explain how business success is measured in economic and ethical terms.
2. Identify the pros and cons of different small business models and be conversant in the steps entrepreneurs take to start up a business.
3. List and define the four basic functions of management, and describe how different organizational structures fit best with the needs of a specific organization's mission and culture.
4. List and describe the basic elements required from human resources management (HRM), including what steps are required to attract and retain employees; identify key legal requirements and laws affecting HRM such as EEO, ADA, and OSHA.
5. Explain key marketing concepts including the "Four Ps", market drivers, market channels, and the product development process.
6. Identify the key elements of and uses for financial statements including the balance sheet, income statement, and cash flows.

Methods of Assessing Learning Outcomes

Learning Outcomes will be assessed through exams, 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 Textbook and Required Materials

Students are required to purchase both the textbook and the Foliotek Career Success Program.

Students have the choice to buy or rent the text, Understanding Business and may choose one:

Option to Buy: Understanding Business (Loose Leaf Text + Connect Access Code), 12e; William Nickels, 2019; McGraw-Hill; ISBN: 9781260531152. Net Price: \$105.00 (40% discount)

Option to Rent: Understanding Business (Hardback Print Only– RENTAL – No Connect Access Code), 12e; William Nickels, 2019; McGraw-Hill; ISBN: 9781259929434. Rental Price: \$78.00

Students are also required to purchase the Foliotek Career Success Program and may choose:

Foliotek – Career Success Program (Online 4-year Access Code) Standalone Access Card, 1/e
ISBN: 9780134869230

To register in Foliotek, use this EPORTFOLIO CODE: **COLLE COLLE 11989**

(NOTE: This 4- year program can be purchased through the bookstore or online through the link on Bb. It will also help you build an online portfolio that will host your resume, course projects, personal bio, accomplishments, and involvement that can be presented to prospective employers.)

Grading Policies

This course employs the following to measure student learning:

Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
Exam 4	100 points
Foliotek Basic Professionalism Badge	50 points
Foliotek Profile Page	25 points
Career Success Block	25 points
<u>Attendance/Participation</u>	<u>50 points</u>
Total Points	550 points

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

A = 90 – 100 %	A = 495 - 550 points
B = 80 – 89 %	B = 440 – 494 points
C = 70 – 79 %	C = 385 – 439 points
D = 60 – 69 %	D = 330 – 384 points
F = Below 60%	F = Below 330 points

Tests and Final Exams

The tests given during the term are objective-test format. The tests will consist of 50-60 multiple-choice questions and 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; mark the dates on your calendar now.

Each exam is worth 100 points. Students have approximately 70 minutes to complete the exam; the questions are challenging, so prepare well for each test.

The final exam will cover only the material covered since the prior exam.

Assignments

1. Basic Professionalism Badge

Students are required to successfully complete the Basic Professionalism Badge under the Foliotek Platform. Students must score a minimum of *80% on the quizzes in all 6 modules* in order to receive a passing score to receive the Basic Professionalism Badge. Students have only 2 attempts to pass each quiz. The Basic Professionalism Badge may be added to the students' Foliotek Profile Page, LinkedIn account, Facebook, email, or resume once it has been successfully completed. This assignment is worth a maximum of 50 points for successful completion of all 6 modules. A student that does not pass all of the quizzes in the modules after 2 attempts may earn a maximum of 25

points. Once a student attempts the quizzes with 2 fails, the quizzes may not be reloaded and the badge cannot be attained. Students must work diligently and purposely to pass the quizzes.

2. Career Success Block

Students are required to complete the “Get Started” modules and the “1. Self-Discovery Career Exploration” modules under the “Career Success” block in Foliotek. This block will help students identify their personality, values, workplace preferences, skills, and interests and offer direction on choosing careers. These blocks will also be used to help students create a Profile Page. The completion of the “Career Success Block”, which includes “Get Started” and “1. Self-Discovery Career Exploration” is worth a maximum of 25 points.

3. Profile Page

Students are required to create a Profile Page in Foliotek, which is located in the ID Page icon on the top left bar. The Profile Page should include a professional headshot, a description of you, a resume, relevant tags, and a customized background in order to receive full credit for the assignment. The completion of the Profile Page is worth a maximum of 25 points.

Attendance Policy

Class attendance is important, strongly encouraged, and **expected**; attendance comprises almost 10% of the final grade. 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.

Attendance: Max 50 points

Criteria:

Absences:	0	1	2	3	4	5	6
Grade (%):	100%	98%	90%	80%	65%	50%	0%
Total Points:	50	49	45	40	32.5	25	0

There is always an “excuse” for missing class. Some are legitimate such as illness. Some are understandable such as getting to spend a long weekend at a fantastic resort. And others are plain BS such as just not wanting to attend.

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 three times or less this semester, you will qualify for any curve that is given at the end of course. If you miss four or more classes, then you do not qualify for any curve that might be given at the end of the term.

What I am expecting 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.

It is your responsibility to keep track of your attendance. **If you leave before the class ends or arrive late, you will be marked absent.**

Participation

Students should be prepared for class and are **expected to participate** in class discussions, especially during the Foliotek discussions and the Question & Answer Sessions with Guest Speakers.

Response Time

Individual exams and assignments are graded within 24 hours and normally reviewed during the first class following the exam.

Course Policies

Academic Honesty and 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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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.

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 not violate this trust. Violation of academic integrity will result in a failing grade for the course.

Courtesy and Respect

Courtesy 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; (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.

Religious Holy Day Observance

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.

Title IX at Angelo State University:

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. In accordance with Title VII, Title IX, the Violence Against Women Act (VAWA), the Campus Sexual Violence Elimination Act (SaVE), and other federal and state laws, the University prohibits discrimination based on sex, which includes pregnancy, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination and unwelcome behavior of a sexual nature. The term includes sexual harassment, nonconsensual sexual contact, nonconsensual sexual intercourse, sexual assault, sexual exploitation, stalking, public indecency, interpersonal violence (domestic violence or dating violence), sexual violence, and any other misconduct based on sex.

You are encouraged to report any incidents involving sexual misconduct to the Office of Title IX Compliance and the Director of Title IX Compliance/Title IX Coordinator, Michelle Boone, J.D.

You may submit reports in the following manner:

Online: www.angelo.edu/incident-form

Face to Face: Mayer Administration Building,

Room 210

Phone: 325-942-2022

E-Mail: michelle.boone@angelo.edu

Note, as a faculty member at Angelo State, I am a mandatory reporter and must report incidents involving sexual misconduct to the Title IX Coordinator. Should you wish to speak to someone in confidence about an issue, you may contact the University Counseling Center (325-942-2371), the 24-Hour Crisis Helpline (325-486-6345), or the University Health Clinic (325-942-2171).

For more information about resources related to sexual misconduct, Title IX, or Angelo State's policy please visit: www.angelo.edu/title-ix.

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/registrar_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>

Conferences

I look forward to the opportunity to get to know you during the term. I will be glad to talk with you about any aspect of the course—or for that matter anything that is on your mind during office hours and before or after classes as our schedules permit. Please let me know if I can be of help. I will also be happy to make an appointment to see you at a time that is convenient for you. Please feel free to call or text if you have any questions. I can best be reached at 325-939-1263 or grandall@angelo.edu.

Introduction to Business (BUSI 1301) Class Schedule

Date	Day	Class Activity
8/27	T	Course Introduction; choose your seat for the semester
8/29	R	Chapter 1, Taking Risks and Making Profits with the Dynamic Business Environment On Campus today: College of Business "Welcome Breakfast" in the Rassman Lobby
9/03	T	Chapter 2, Understanding Economics and How it Affects Business

- 9/05 R Purchase and explore Foliotek on your own; we will not meet for class today.
Ram Jam at 3:30 - Alumni Center; go to the tailgate and support the football team!
- 9/10 T Introduction to Foliotek; Start “Basic Professionalism” Badge, Module 1 – “Get Started: Professionalism”- **bring computer to class, if available**
- Assignment: Complete Foliotek assignments below for class discussion on Thursday.
Reminder: You MUST make **80%** or better with 2 attempts to pass the modules:
- Foliotek: Basic Professionalism Badge, Module 2 – Workplace Etiquette
Foliotek: Basic Professionalism Badge, Module 3 - Workplace Communication
- 9/12 R Foliotek: Discussion on Basic Professionalism Badge: Modules 2 and 3
Chapter 3, Doing Business in Global Markets
- 9/17 T Chapter 4, Demanding Ethical and Socially Responsible Behavior
On Campus: JOB FAIR 101 from 12:30 -1:30, RAS 100 (Pre-register)
- 9/19 R Chapter 4, Demanding Ethical and Socially Responsible Behavior
- 9/24 T EXAM 1 (Chapters 1, 2, 3, 4) Bring a #2 pencil to class.**
- 9/26 R Out-of-class Assignment: Complete Foliotek assignments for class on TUESDAY.
Reminder: You MUST make **80%** or better in 2 attempts to pass the modules:
- Foliotek: Basic Professionalism Badge, Module 4 – Teamwork
Foliotek: Basic Professionalism Badge, Module 5 – Self-Management Skills at Work
Foliotek: Basic Professionalism Badge, Module 6 – Customer Service
- 9/28 *Ram Jam at 3:30 - Alumni Center; go to the tailgate and support the football team!*
- 10/01 T Review Exam 1; Chapter 5, How to Form a Business
- 10/03 R** Chapter 6, Entrepreneurship and Starting a Small Business
Foliotek: Discussion on Basic Professionalism Badge: Modules 4, 5, and 6.
- Basic Professionalism Badge due; screenshot badge and bring hard copy to class or screenshot badge and email to grandall@angelo.edu or choose the “Share” option in Foliotek and share with me via email.**
- 10/08 T Chapter 7, Management and Leadership
- 10/10 R EXAM 2 (Chapters 5, 6, 7) Bring a #2 pencil to class.**
- 10/12 *Ram Jam at 1:30 - Alumni Center; go to the tailgate and support the football team!*

- 10/15 T Review Exam 2; Chapter 8, Structuring Organizations for Today's Challenges
- 10/17 R Chapter 9, Production and Operations Management
- 10/22 T Introduction to Foliotek "Career Success" block: "Get Started" and "Self-Discovery" modules. Complete Foliotek module: "Get Started", including Conley Readiness Index, Self-Discovery Exploration, and begin Profile Page. Be sure to work on the assignment to sort out any questions that you may have for discussion on Tuesday.
- 10/24 R Out-of-class Assignment: Complete Foliotek Module: Get Started, including Conley Readiness Index, Self-Discovery Exploration, and start your Profile Page. "Get Started" block - soft deadline Tuesday. Be sure to work on the assignment to sort out any questions that you may have. Hard deadline is November 21st.
- 10/26 *Ram Jam at 1:30 - Alumni Center; go to the tailgate and support the football team!*
- 10/29 T **Soft deadline:** "Get Started" module. The soft deadline is meant to keep you on track for the November 21st due date; the assignment is not turned in until 11/21. Chapter 10, Motivating Employees
- 10/31 R Chapter 10, Motivating Employees
- 11/05 T Chapter 11, Human Resource Management
- 11/07 R EXAM 3 (Chapters 8, 9, 10, 11) Bring a #2 pencil to class.**
- 11/12 T Review Exam 3; Chapter 13, Marketing: Helping Buyers Buy
- 11/14 R Out-of-Class Assignment using Foliotek: Complete "Career Success" block: "Module 1. Self-Discovery Career Exploration" and Profile Page. Hard deadline for both modules in "Career Success" block and your Profile Page is November 21st.
- 11/16 *Ram Jam at 1:30 - Alumni Center; go to the tailgate and support the football team!*
- 11/19 T Chapter 14, Developing and Pricing Goods and Services
- 11/21 R Foliotek: Career Success block: "Get Started" and "Module 1. - Self-Discovery Exploration" due today. Screenshot Career Success block page and bring hard copy to class or screenshot page and email to grandall@angelo.edu**
- Foliotek Profile Page is also due today. The Profile Page should include 5 elements for full credit (25 points): professional headshot, a description of you, a resume, relevant tags, and a customized background.**

This due date is a hard deadline; no late submittals.

11/26 T Chapter 15, Distributing Products

11/28 R Happy Thanksgiving! Enjoy the holiday and eat more turkey!

12/03 T Chapter 16, Using Effective Promotions

12/05 R Exam 4 (Chapters 13, 14, 15, 16) This is the last exam and replaces the final exam.