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 the Internet and have access to Angelo State University Blackboard to access course materials, assignments, and tests. 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.

Class Meeting Times
BUSI 1301.010 class meets on Monday/Wednesday from 2:00 to 3:15 in MCS 100.
BUSI 1301.020 class meets on Monday/Wednesday from 3:30 to 4:45 in MCS 100.
BUSI 1301.030 class meets on Tuesday/Thursday from 11:00 to 12:15 in MCS 100.

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 12:50 -2:00 and 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 EEO, ADA, and OSHA.
5. Explain key marketing concepts including the "Four Ps", market drivers, market channels, and the product development process.

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 have the option to also buy the loose-leaf book or rent the book:


Grading Policies

This course employs the following to measure student learning:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>100 points</td>
</tr>
<tr>
<td>Exam 2</td>
<td>100 points</td>
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<tr>
<td>Exam 3</td>
<td>100 points</td>
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<tr>
<td>Exam 4</td>
<td>100 points</td>
</tr>
<tr>
<td>LinkedIn Profile Page</td>
<td>50 points</td>
</tr>
<tr>
<td><strong>Attendance/Participation</strong></td>
<td><strong>50 points</strong></td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>500 points</strong></td>
</tr>
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</table>
Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

A = 90 – 100%  A = 450 - 500 points  
B = 80 – 89%  B = 400 – 449 points  
C = 70 – 79%  C = 350 – 399 points  
D = 60 – 69%  D = 300 – 349 points  
F = Below 60%  F = Below 300 points

**Tests and Final Exams**
The tests given during the term are objective-test format. The tests will consist of multiple-choice questions given online 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.

**Assignment**

**LinkedIn Profile Page**

Students are required to create a Profile Page in LinkedIn, which is located in the ID Page icon on the top left bar. The Profile Page should include a professional headshot, a description/summary of you, a resume, and a customized background in order to receive full credit for the assignment. The completion of the LinkedIn Profile Page is worth a maximum of 50 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 :**

<table>
<thead>
<tr>
<th>Absences</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade (%)</td>
<td>100%</td>
<td>98%</td>
<td>90%</td>
<td>80%</td>
<td>65%</td>
<td>50%</td>
<td>0%</td>
</tr>
<tr>
<td>Total Points</td>
<td>50</td>
<td>49</td>
<td>45</td>
<td>40</td>
<td>32.5</td>
<td>25</td>
<td>0</td>
</tr>
</tbody>
</table>

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 StudentLife@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/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

Required Use of Masks/Facial Coverings by Students in Class
As a member of the Texas Tech University System, Angelo State University has adopted the mandatory Facial Covering Policy to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the
potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. Therefore, in compliance with the university policy students in this class are required to wear a mask/facial covering before, during, and after class. Faculty members may also ask you to display your daily screening badge as a prerequisite to enter the classroom. You are also asked to maintain safe distancing practices to the best of your ability. For the safety of everyone, any student not appropriately wearing a mask/facial covering will be asked to leave the classroom immediately. The student will be responsible to make up any missed class content or work. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.

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

<table>
<thead>
<tr>
<th>Date</th>
<th>Day</th>
<th>Class Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>8/18</td>
<td>T</td>
<td>Course Introduction; choose your seat for the semester</td>
</tr>
<tr>
<td>8/20</td>
<td>R</td>
<td>Chapter 1, Taking Risks and Making Profits with the Dynamic Business Environment</td>
</tr>
<tr>
<td>8/25</td>
<td>T</td>
<td>Chapter 2, Understanding Economics and How it Affects Business</td>
</tr>
<tr>
<td>8/27</td>
<td>R</td>
<td>Guest speaker from Career Development Center. Take notes in class for extra credit.</td>
</tr>
<tr>
<td>9/01</td>
<td>T</td>
<td>Chapter 3, Doing Business in Global Markets</td>
</tr>
<tr>
<td>9/03</td>
<td>R</td>
<td>Chapter 4, Demanding Ethical and Socially Responsible Behavior</td>
</tr>
<tr>
<td>9/08</td>
<td>T</td>
<td><strong>Independent Workday:</strong> Begin Tutorials on How to Make a LinkedIn Profile Page. See the Blackboard tab, “LinkedIn” to view the links and video.</td>
</tr>
<tr>
<td>9/10</td>
<td>R</td>
<td><strong>EXAM 1 (Chapters 1, 2, 3, 4)</strong> Exam 1 will be available from midnight to 11:59 pm.</td>
</tr>
<tr>
<td>9/15</td>
<td>T</td>
<td>Chapter 5, How to Form a Business</td>
</tr>
<tr>
<td>9/17</td>
<td>R</td>
<td>Chapter 6, Entrepreneurship and Starting a Small Business</td>
</tr>
</tbody>
</table>
9/22 T Chapter 7, Management and Leadership

9/24 R Independent Workday: Create your LinkedIn Personal Statement. Please see Blackboard in the “LinkedIn” tab for the link to help you.

9/29 T EXAM 2 (Chapters 5, 6, 7) Exam 2 will be available from midnight to 11:59 pm.

10/1 R Chapter 8, Structuring Organizations for Today’s Challenges

10/6 T Chapter 9, Production and Operations Management

10/8 R Chapter 10, Motivating Employees

10/13 T Chapter 10, Motivating Employees

10/15 R Guest Speaker from Career Development Center. Take notes for extra credit.

10/20 T Chapter 11, Human Resource Management

10/22 R Chapter 11, Human Resource Management

10/27 T EXAM 3 (Chapters 8, 9, 10, 11)

10/29 R Chapter 13, Marketing: Helping Buyers Buy

11/3 T Chapter 14, Developing and Pricing Goods and Services

11/5 R Chapter 15, Distributing Products

11/10 T Chapter 16, Using Effective Promotions

11/12 R LinkedIn Profile Page is due today. The Profile Page should include 5 elements for full credit (50 points): 1) professional headshot, 2) a personal summary or statement, 3) relevant skills, and 4) a customized background.

11/17 T Chapter 16, Using Effective Promotions

11/19 R Exam 4 (Chapters 13, 14, 15, 16) This is the last exam and replaces the final exam.

11/24 T Course Wrap-up and Evaluation