

BUSI 1301.DS1 – 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.DS1 class meets online.

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: 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.

- 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.
- 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

Required: Understanding Business (E-book Printed Access Card with Connect), 13e, William Nickels; McGraw-Hill; ISBN 9781265334604. The E-book with Connect is required.

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 |
| Exam 5 | 100 points |
| Comprehensive Final Exam | 200 points |
| Mini-Sim Assignments (5) | 100 points |
| LinkedIn Profile Page | 50 points |
| <u>Connect Assignments (20)</u> | <u>250 points</u> |
| Total Points | 1100 points |

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

| | |
|----------------|-----------------------|
| A = 90 - 100 % | A = 990 - 1100 points |
| B = 80 - 89 % | B = 880 - 989 points |
| C = 70 - 79 % | C = 770 - 879 points |
| D = 60 - 69 % | D = 660 - 769 points |
| F = Below 60% | F = Below 660 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 in Connect and will sample about evenly from both the general concepts and the details presented in the text.

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 unit exam is worth 100 points. Students have approximately 60 minutes to complete the exam; the questions are challenging, so prepare well for each test. The final exam will cover material from chapters 1 through 20 and is worth 200 points.

Assignments

LinkedIn Profile Page

Students are required to create a Profile Page in LinkedIn. In order to receive full credit (50 points), the Profile Page should include 4 elements: a professional headshot, a personal description/summary, relevant skills, and a customized background. The completion of the LinkedIn Profile Page is worth a maximum of 50 points.

Connect Exercises

The Connect Chapter Assignments are knowledge-based tools that assist students in learning course material. Students complete 20 Connect chapter exercises for up to 12.5 points for chapter completed – the assignment total 250 points.

Attendance Policy

This course is online; each student will be required to complete tasks on a daily/weekly basis.

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.

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding the Academic Honor Code, which is contained in both print and web versions of the Student Handbook.

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. The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty

member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance. This is done in order to connect students with resources and options in addressing the allegations reported. As a student, you are encouraged to report any incidents of sexual misconduct directly to ASU's Office of Title IX Compliance and the Title IX Coordinator. You may do so by contacting:

Michelle Miller, J.D.
Title IX Coordinator
Mayer Administration Building, Room 210
325-942-2022
michelle.miller@angelo.edu

You may also file a report online 24/7 at www.angelo.edu/incident-form.

If you are wishing to speak to someone about an incident in confidence you may contact the University Health Clinic at 325-942-2171, Counseling Services at 325-942-2371 or the ASU Crisis Helpline at 325-486-6345.

The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above. For more information about Title IX in general you may 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>

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 |
|--------------|------------|---|
| 10/18 | M | Chapter 1, Taking Risks and Making Profits with the Dynamic Business Environment |
| 10/19 | T | Chapter 2, Understanding Economics and How it Affects Business |
| 10/20 | W | Chapter 3, Doing Business in Global Markets |
| 10/22 | T | Chapter 4, Demanding Ethical and Socially Responsible Behavior |
| 10/23 | F | Mini-Simulation (in Connect): Economics during a Pandemic |
| 10/25 | M | EXAM 1 (Chapters 1, 2, 3, 4) |
| 10/26 | T | Create LinkedIn Account and LinkedIn Personal Statement. (See the Blackboard tab, “LinkedIn” to view the links and video for more information.) |
| 10/27 | W | Chapter 5, How to Form a Business |
| 10/28 | R | Chapter 6, Entrepreneurship and Starting a Small Business |
| 10/29 | F | Chapter 7, Management and Leadership |
| 11/01 | M | Mini-Simulation: Entrepreneurship |
| 11/02 | T | EXAM 2 (Chapters 5, 6, 7) |
| 11/03 | W | Chapter 8, Structuring Organizations for Today’s Challenges |
| 11/04 | R | Chapter 9, Production and Operations Management |

- 11/05 F Chapter 10, Motivating Employees
- 11/08 M Chapter 11, Human Resource Management
- 11/09 T Chapter 12, Dealing with Employee-Management Issues and
Mini-Simulation: Operational Decisions
- 11/10 W EXAM 3 (Chapters 8, 9, 10, 11, 12)**
- 11/11 R Chapter 13, Marketing: Helping Buyers Buy
- 11/12 F Chapter 14, Developing and Pricing Goods and Services
- 11/15 M Chapter 15, Distributing Products
- 11/16 T Chapter 16, Using Effective Promotions
- 11/17 W **Mini-Simulation:** The 4 P's assignment.
- 11/18 T Exam 4 (Chapters 13, 14, 15, 16)**
- 11/19 F **Complete and turn in your LinkedIn Profile Page today through the "Assignment" tab in Blackboard or by inviting me to join your network.** The Profile Page should include 4 elements for full credit (50 points): 1) professional headshot, 2) a personal summary or statement, 3) relevant skills, and 4) a customized background.
- 11/22 M Chapter 17, Understanding Accounting and Financial Information
- 11/23 T Chapter 18, Financial Management
- 11/29 M Chapter 19, Using Securities Markets for Financing and Investing Opportunities
- 11/30 T Chapter 20, Money, Financial Institutions, and the Federal Reserve
- 12/01 W **Mini-Sim:** Accounting and Financial Ratios: Expanding the Vintage Lily
- 12/02 R Exam 5 (Chapters 17, 18, 19, 20)**
- 12/03 F Comprehensive Final (Chapters 1-16)**