

# **BUSI 1301 – Introduction to Business**

## **Course Description/Overview**

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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 Tuesday/Thursday from 11:00 to 12:15 in RAS 105.

BUSI 1301.020 class meets on Tuesday/Thursday 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](mailto:helpdesk@angelo.edu).

## **Faculty/Instructor Information**

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**Gayle Randall**

**Senior Instructor of Management and Marketing**

**Office:** RAS 244

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

**Email :** [grandall@angelo.edu](mailto:grandall@angelo.edu)

**Office Hours:** Online, by appointment

## **Course Objectives**

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### **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.

### **Methods of Assessing Learning Outcomes**

Learning Outcomes will be assessed through exams and assignments.

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**

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**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**

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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
Mini-Sim Assignments (4 x 20 points)	80 points
LinkedIn Profile Page	70 points
<u>Attendance/Participation</u>	<u>50 points</u>
Total Points	600 points

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

A = 90 – 100 %	A = 540 - 600 points
B = 80 – 89 %	B = 480 – 539 points
C = 70 – 79 %	C = 420 – 479 points
D = 60 – 69 %	D = 360 – 419 points
F = Below 60%	F = Below 360 points

### **Tests and Final Exams**

The tests given during the term are objective-test format. The tests consist of multiple-choice questions given in class and will sample about evenly from both the general concepts and the

details presented in the text and in class. Scantrons will be provided; students are responsible for bringing a #2 pencil to take exams.

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.

### **Assignments (Mini-Sim Assignments)**

#### LinkedIn Profile Page

Students are required to create a Profile Page in LinkedIn. In order to receive full credit (70 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 70 points.

#### Mini-Sim Assignments

The Mini-Sim assignments are application-based learning tools in which students make business decisions in the simulated world. Students will set up avatars and make business decisions as they navigate through four separate mini-simulations. Please note the due date for the mini-sims. Once the due date has passed, they will not be reopened up. You have unlimited attempts to score the maximum points. All 4 mini-sims (1 for each unit x 20 points each) are worth a total of 80 points.

#### Connect Exercises for Extra Credit

The Connect Chapter Assignments are knowledge-based tools that assist students in learning course material. Students have the option to complete 16 Connect chapter exercises for up to 1 point extra credit for chapter completed – the exercises total 16 points. Students have the opportunity to earn extra credit through Connect assignments throughout the semester.

### **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. 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 Question & Answer Sessions with Guest Speakers.

### **Response Time**

Your concerns are important to me; I usually respond to questions/emails immediately, no later than within 24 hours.

## **Course Policies**

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### **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](mailto: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, 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](mailto:michelle.miller@angelo.edu)

You may also file a report online 24/7 at [www.angelo.edu/incident-form](http://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](http://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](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](mailto:grandall@angelo.edu).

## Introduction to Business (BUSI 1301) Class Schedule

Date	Day	Class Activity
1/18	T	Course Introduction; choose your seat for the semester.
1/20	R	Chapter 1, Taking Risks and Making Profits with the Dynamic Business Environment
1/25	T	Chapter 2, Understanding Economics and How it Affects Business
1/27	R	Chapter 3, Doing Business in Global Markets
2/01	T	Guest speaker from Career Development Center
2/03	R	Chapter 4, Demanding Ethical and Socially Responsible Behavior
2/08	T	EXAM 1 Review. <b>Bring completed study guide to class.</b> <b>Create LinkedIn Account.</b> (See the Blackboard tab, "LinkedIn" to view the links and video for more information.)
2/10	R	<b>EXAM 1 (Chapters 1, 2, 3, 4) Please bring a #2 pencil to class.</b> <b>*Mini-Simulation (in Connect) due today: Economics during a Pandemic</b>
2/15	T	Chapter 5, How to Form a Business
2/17	R	Chapter 6, Entrepreneurship and Starting a Small Business
2/22	T	Chapter 7, Management and Leadership
2/24	R	EXAM 2 Review. <b>Bring completed study guide to class.</b>
3/01	T	<b>EXAM 2 (Chapters 5, 6, 7) Please bring a #2 pencil to class.</b> <b>*Mini-Simulation due today: Entrepreneurship.</b> Go to the Blackboard tab, "Mini-Simulations" or go to Connect for the assignment.
3/03	R	Chapter 8, Structuring Organizations for Today's Challenges
3/08	T	Chapter 9, Production and Operations Management
3/10	R	Guest Speaker from Career Development Center. <b>Create your LinkedIn Personal Statement on your own.</b> Go to "LinkedIn/Resume Info" and "LinkedIn Goal Statement" tabs in Bb for guidance. This will not be turned in until the end of the semester with your completed LinkedIn assignment. <b>Work on the Mini-Simulation: Operational Decisions assignment.</b> Go to the Blackboard tab, "Mini-Simulations" or go to Connect for the assignment.

- 3/14-3/18 SPRING BREAK!!
- 3/22 T Chapter 10, Motivating Employees
- 3/24 R Chapter 11, Human Resource Management
- 3/29 T EXAM 3 Review. **Bring completed study guide to class.**
- 3/31 R EXAM 3 (Chapters 8, 9, 10, 11) Please bring a #2 pencil to take the exam.  
\*Mini-Simulation due today: Operational Decisions**
- 4/05 T Chapter 13, Marketing: Helping Buyers Buy
- 4/07 R Chapter 14, Developing and Pricing Goods and Services
- 4/12 T Chapter 15, Distributing Products
- 4/14 R Chapter 16, Using Effective Promotions
- 4/19 T Chapter 16, Using Effective Promotions
- 4/21 R **Independent Workday: (1) Complete and turn in your LinkedIn Profile Page today by submitting 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.
- 4/26 T EXAM 4 Review. **Bring completed study guide to class.**
- 4/28 R Exam 4 (Chapters 13, 14, 15, 16) This replaces the final exam.  
\*Mini-Simulation due today: The 4 P's assignment.**