



COURSE SYLLABUS

Introduction to Business

BUS 100 Section 1

Fall 2021

1. COURSE INFORMATION

1.1. Instructor Information

Instructor: Professor Kevin Neuman
Office: 424 CPS
Phone: 346-3875
Email: kneuman@uwsp.edu

Office Hours: Office hours by appointment. We can meet in person if you wish, or by zoom. Please contact me by email or phone and we can find a time to meet.

Expected Instructor Response Time: In normal circumstances I will respond within 24 hours during the work week, and within 48 hours on weekends.

1.2. Course Information

This course will introduce you to the basics of business, including businesses' roles in society and in the economy, common ownership structures, and basic functions. The course will also introduce careers in the various business fields and provide some tools to help students achieve their career goals.

1.3. Textbook & Course Materials


Required Text: Ferrell, Hirt, and Ferrell. *M: Business*. 6th Ed. McGraw-Hill: 2019.

1.4. Course Technology

Class Meetings: The class will be conducted completely online.

Course Website: UWSP Canvas Page

Canvas Support:

Click on the HELP button () in the global (left) navigation menu and note the options that appear:

- Ask Your Instructor a Question
Submit a question to your instructor

- Use Ask Your Instructor a Question sparingly; technical questions are best reserved for Canvas personnel and help as detailed below.
- Chat with Canvas Support (Student)
Live Chat with Canvas Support 24x7!
 - Chatting with Canvas Support (Student) will initiate a *text chat* with Canvas support. Response can be qualified with severity level.
- Contact Canvas Support via email
Canvas support will email a response
 - Contacting Canvas Support via email will allow you to explain in detail or even upload a screenshot to show your difficulty.
- Contact Canvas Support via phone
Find the phone number for your institution
 - Calling the Canvas number will let Canvas know that you're from UWSP; phone option is available 24/7.
- Search the Canvas Guides
Find answers to common questions
 - Searching the [Canvas guides](#) connects you to documents that are searchable by issue. You may also opt for [Canvas video guides](#).
- Submit a Feature Idea
Have an idea to improve Canvas?
 - If you have an idea for Canvas that might make instructions or navigation easier, feel free to offer your thoughts through this Submit a Feature Idea avenue.

Self-train on Canvas through the Self-enrolling/paced Canvas training course:
<https://uws.instructure.com/courses/45767>

UWSP Technology Support:

The Office of Information Technology (IT) provides a Service Desk to assist students with connecting to the Campus Network, virus and spyware removal, file recovery, equipment loan, and computer repair. You can contact the Service Desk via email at techhelp@uwsp.edu or at (715) 346-4357 (HELP) or visit: <https://www.uwsp.edu/infotech/Pages/ServiceDesk/default.aspx>

For technology instruction sheets, online support videos, and other related resources, go to:
<https://www.uwsp.edu/online/Pages/Student-Support.aspx>

The university also provides a Technology Tutoring service in which tutors meet with students one-on-one to provide technology assistance. To receive help of this nature visit:
<https://www.uwsp.edu/tlc/Pages/techTutoring.aspx>

Additional tools designed to help students taking online or hybrid courses can be found at:
<https://www.uwsp.edu/online/Pages/Online%20Student%20Orientation.aspx>

2. LEARNING OUTCOMES

2.1. Course Learning Objectives

After completing the course students should be able to:

- Understand how businesses fit into the economy and the role of business in society.
- Understand the basic ownership structures and functions of a business.
- Understand general career paths in different areas of business.
- Apply their knowledge of business, UWSP, and the SBE to form an academic and career plan.

2.2. Academic Unit

SCHOOL OF BUSINESS AND ECONOMICS MISSION:

The UW-Stevens Point School of Business and Economics creates career ready graduates and leaders through applied learning. We serve the businesses, economy, and people of the greater Central Wisconsin region. We specialize in preparing students for success by providing professional development experiences, access to employers, and in-demand skills.

The SBE achieves its mission by valuing:

- Talent development
- Lifelong learning
- Career preparation
- On the job experiences
- Community outreach
- Regional partnerships
- Continuous improvement

SBE is accredited by the Association to Advance Collegiate Schools of Business (AACSB), a designation earned by only 5 percent of world business schools. Accreditation instills a culture of continuously improving our programs through connections with local business leaders, alumni and the community.

3. COURSE POLICIES

3.1. Attendance

The course will be conducted completely online and will not require attendance either in-person or synchronously online for class meetings. Your attendance may be required for attendance at Smiley Professional Events (see section 5.3 below).

3.2. Late Work

Late work will not be accepted without prior approval. Computer problems will not be an excuse for a missed quiz, exam, or participation exercise as you will have multiple days to successfully complete each assignment. Plan accordingly!

3.3. Etiquette/Netiquette

Students are expected to behave respectfully at all times. This includes all class activities and exchanges with your instructor or fellow students. Although the interactions are online, this does not mean that the same standards of respect and professionalism do not apply.

4. GRADING

4.1. Grading Scheme

Letter grades are determined as follows:

A:	grade \geq 93%	C+:	80% > grade \geq 77%
A-:	93% > grade \geq 90%	C:	77% > grade \geq 73%
B+:	90% > grade \geq 87%	C-:	73% > grade \geq 70%
B:	87% > grade \geq 83%	D+:	70% > grade \geq 67%
B-:	83% > grade \geq 80%	D:	67% > grade \geq 60%
		F:	60% > grade

This schedule may be adjusted but only in favor of the students as a group.

Any suspected academic misconduct on assignments or class activities will be dealt with under the appropriate University procedures.

4.2. Points Available

The course grade will be determined as follows:

Quizzes:	5 quizzes, 4 points each	20 pts
Group discussions:	4 posts, 4 points each	16 pts
MoneySmartsU Score:		10 pts
SBE student coach survey:		5 pts
Career self-reflection:		25 pts
Smiley Professional Events:	6 events, 4 pts each	<u>24 pts</u>
		100 pts

5. COURSEWORK DESCRIPTIONS & COMMENTARY

5.1. Exams

There are no exams in the course.

5.2. Quizzes, Discussions, and Assignments

There are a number of quizzes and assignments throughout the course. The largest portion of the assignment grade is a career self-reflection project worth 25 points designed to start you on the process of identifying your academic and career goals, and creating a plan for how to achieve them. There are also 5 short quizzes and 4 discussions that together make up 36 points of your grade, due throughout the course. Check the course calendar for details. Another assignment is to obtain your MoneySmartsU score from an online personal finance module. The final assignment is a short survey due at the end of the course asking your opinions about the SBE student coaching program. All of these assignment are described in more detail on the Canvas course page.

5.3. Smiley Professional Events (or Pro Events)

Several UWSP departments and programs, including the School of Business & Economics, sponsor **Smiley Professional Events (or Pro Events)**.

Pro Events connect you to:

- *Campus* (e.g., academic coaching, student clubs);
- *Community* (e.g., Rotary, Business Council); and
- *Careers* (e.g., internships, networking).

As an SBE student, you will be able to choose from a wide variety of speakers, workshops and special events. With over 300 events per year on the Pro Events calendar, you will have significant flexibility in selecting your events. Whatever you choose, Pro Events will help you to make the most out of your time as a student and to prepare for transitioning into a successful career.

Visit the Pro Events web site (proevents.uwsp.edu) for announcements of upcoming events. You can also follow us on social media. Facebook: [UWSP School of Business & Economics](#)
Twitter: [@UWSPBusiness](#)

For this course, you must attend **six** official Pro Events. Three events must be before the mid-semester cut-off of **Oct. 22**; and three events must be before the end-of-semester cut-off (**Dec. 10**). If you go to extra events before the mid-semester cut-off, those credits will carry over into the second half of the semester. Attendance at each event will count for **4** points towards your final grade.

As we continue Pro Events during COVID, there will be a variety of ways to earn your credits:

- Attend virtual (Zoom) events in real time; receive attendance credit directly by signing in with your ID number.
- Watch recordings of past events via Anderson Center Canvas page; receive attendance credit after completing quiz and survey.
- Attend events in-person on campus; receive attendance credit directly.
- Attend events in-person off campus; take Events Attendance form (available on Anderson Canvas page) and obtain signature.

Attendance at Pro Events will be confirmed with automatic emails to you and updated on the Pro Events web site. Please allow a week for confirmation of attendance at events held outside the SBE, such as Career Services events. If you have a question about Pro Events attendance, please email proevents@uwsp.edu.

If you have multiple courses or affiliations with Pro Events requirements, it is your responsibility to make sure you have attended enough events for each course/affiliation. If you have not attended enough events to cover all of your requirements, your attendance will be allocated to your courses in alpha-numeric order followed by any other affiliations.

After the mid-semester cut-off and the end of this semester's events, I will receive reports confirming your attendance. You do not need to do anything else.

Hint: if you are having trouble finding events that fit your schedule, check out the "Create Your Own Event" option on the Anderson Center Canvas page. You can meet with an expert from Career Advising, Financial Coaching or Academic Coaching. We also highly recommend our "Lunch with a Leader" program which allows you to set up a lunch (virtual or in-person) with a business expert to learn more about their industry, company and profession.

6. SCHEDULE

6.1. Dates and Deadlines

A detailed weekly schedule is available on the Canvas course page in the “6. Course Schedule” section of the “Welcome! Syllabus and Course Information” module on the home page. The schedule is organized by week and lists any lectures/videos, readings, and assignments for the week. The schedule can be downloaded to save locally on a device and can be a useful tool to keep you on track.

For a general view of the semester, the UWSP calendar can be found here:
<https://www.uwsp.edu/regrec/Pages/calendars.aspx>.

7. OTHER ADMINISTRATIVE DETAILS

7.1. ADA / Equal Access for Students with Disabilities

The American Disabilities Act (ADA) is a federal law requiring educational institutions to provide reasonable accommodations for students with disabilities. Links to UWSP’s policies regarding ADA, nondiscrimination, and Online Accessibility (IT & Communication Accessibility) can be found at: <https://www.uwsp.edu/datc/Pages/uw-legal-policy-info.aspx>

UW-Stevens Point will modify academic program requirements as necessary to ensure that they do not discriminate against qualified applicants or students with disabilities. The modifications should not affect the substance of educational programs or compromise academic standards; nor should they intrude upon academic freedom. Examinations or other procedures used for evaluating students' academic achievements may be adapted. The results of such evaluation must demonstrate the student's achievement in the academic activity, rather than describe his/her disability.

If modifications are required due to a disability, please inform the instructor and contact the Disability and Assistive Technology Center to complete an Accommodations Request form. The Disability and Assistive Technology Center is located on the 6th Floor of Albertson Hall. For more information, call 715-346-3365, email datctr@uwsp.edu or visit: <https://www.uwsp.edu/datc/Pages/default.aspx>

7.2. Nondiscrimination Statement

No person shall be discriminated against because of race, ethnicity, color, age, religion, creed, gender, gender identity, sexuality, disability, nationality, culture, genetic information, socioeconomic status, marital status, veteran’s status, or political belief or affiliation and equal opportunity and access to facilities shall be available to all. To address concerns regarding any of these issues please call 715-346-2606 or visit: <http://www.uwsp.edu/hr/Pages/Affirmative%20Action/About-EAA.aspx>

7.3. SBE Inclusivity Statement

It is my intent that students from diverse backgrounds and perspectives be well-served by this course, that students’ learning needs be addressed both in and out of class, and that the diversity that the students bring in and out of class be viewed as a resource, strength, and benefit. Every person has a unique perspective and we learn from hearing many of them, but

not all perspectives are represented in course readings. So, learning depends upon all of you contributing to the class with your own opinions and perspectives. It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, or for other students or student groups.

If you have experienced a bias incident (an act of conduct, speech, or expression to which a bias motive is evident as a contributing factor regardless of whether the act is criminal) at UWSP, you have the right to report it using this link. You may also contact the Dean of Students office directly at dos@uwsp.edu

7.4. Help Resources

This section offers help resources relating to academic tutoring, healthcare, counseling, and other matter of student wellbeing. For help recourse related to technology use, please see section 1.4 above.

The Tutoring and Learning Center helps with Study Skills, Writing, Technology, Math, & Science. The Tutoring and Learning Center is located at 018 Albertson Hall. For more information, call 715-346-3568 or visit: <https://www.uwsp.edu/tlc/Pages/default.aspx>

If you need healthcare, UWSP Student Health Service provides student-centered healthcare that empowers and promotes wellness for all UWSP students. Student Health Service is located on the 1st floor of Delzell Hall. For more information, call 715-346-4646 or visit: <http://www.uwsp.edu/stuhealth/Pages/default.aspx>

The UWSP Counseling Center is staffed with licensed mental health professionals dedicated to assisting students as they navigate difficult circumstances or resolve personal concerns. Therapy and consultation services are free of charge for registered students. The UWSP Counseling Center is located on the 3rd Floor of Delzell Hall. For more information, call 715-346-3553 or visit: <http://www.uwsp.edu/counseling/Pages/default.aspx>

In addition to the support services provided by Student Health Service and the UWSP Counseling, there are also professional support services available to students through the Dean of Students.

The Office of the Dean of Students supports the campus community by reaching out and providing resources in areas where a student may be struggling or experiencing barriers to their success. Faculty and staff are asked to be proactive, supportive, and involved in facilitating the success of our students through early detection, reporting, and intervention. As such, an instructor may contact the Office of the Dean of Students if he or she senses that a student is in need of additional support beyond what the instructor is able to provide. For more additional information, please go to <http://www.uwsp.edu/dos/Pages/default.aspx>

UWSP students may also share a concern directly if they or another member of our campus community needs support, is distressed, or exhibits concerning behavior that is interfering with the academic or personal success and/or the safety of others. Please report any concerns of this nature at: <https://www.uwsp.edu/dos/Pages/Anonymous-Report.aspx>

7.5. Emergency Response Guide

In the event of an emergency, follow UWSP's emergency response procedures. For details on all emergency response procedures, please go to:

<http://www.uwsp.edu/rmgt/Pages/em/procedures>

7.6. UWSP Community Bill of Rights and Responsibilities

UWSP values a safe, honest, respectful, and inviting learning environment. In order to ensure that each student has the opportunity to succeed, a set of expectations has been developed for all students, staff, and faculty. This set of expectations is known as the Rights and Responsibilities document, and it is intended to help establish a positive living and learning environment at UWSP. For more information, go to:

<https://catalog.uwsp.edu/content.php?catoid=10&navoid=422#section-1-communal-bill-of-rights-and-responsibilities>

7.7. University Attendance Policy

In addition to the course attendance policies determined by the instructor (noted above if applicable), the university provide standard guidelines by which students are to abide. All exceptions to the course attendance policy or the university guidelines should be documented in writing. A link to the university's attendance guidelines can be found at:

<https://www.uwsp.edu/regrec/Pages/Attendance-Policy.aspx>

7.8. University Drop Policy

You are expected to complete the courses for which you register. If you decide you do not want to take a course, you must follow the procedures established by the university to officially drop the course. If you never attend or stop attending a course and fail to officially drop, you will receive an F in the course at end of the semester. A link to the university's drop policy can be found at:

https://catalog.uwsp.edu/content.php?catoid=11&navoid=431&hl=add%2Fdrop&returnto=search#Drop/Add/Withdrawal_Procedures

7.9. Academic Honesty

UW System policy (UWS 14) states that students are responsible for the honest completion and representation of their work, for the appropriate citation of sources, and for respect of others' academic endeavors. Students suspected of academic misconduct will be asked to meet with the instructor to discuss the concerns. If academic misconduct is evident, procedures for determining disciplinary sanctions will be followed as outlined in UWS 14. A direct link to this policy can be found here:

https://docs.legis.wisconsin.gov/code/admin_code/uws/14

7.10. Grade Reviews/Appeals

A formal grade appeal, also known as a Grade Review, can be requested in instances when the student feels that he or she was not provided a syllabus with a grading scale in a timely manner (i.e., the end of the second week of classes) and/or the instructor did not stick with the grading scale published in the syllabus. Questions of whether or not the instructor appropriately graded one or more of the course assignments, quizzes, exams, etc. are not

matters to be decided by a formal grade appeal, but rather should be taken up with the instructor directly. Information on grade reviews can be found in the University Handbook, Chapter 7, Section 5. A link to the university's policies on non-academic misconduct can be found at: <https://www.uwsp.edu/acadaff/Pages/gradeReview.aspx>

7.11. Non-Academic Misconduct

Information on non-academic misconduct can be found in Chapters 17 and 18 of the Student Rights and Responsibilities Document. A link to the university's policies on non-academic misconduct can be found at: <https://www.uwsp.edu/dos/Pages/stu-conduct.aspx>.

7.12. Confidentiality

Under FERPA, students cannot remain anonymous in a class. Students are permitted to know who else is in their class.

Learning requires risk-taking and sharing ideas. Please keep your classmates' ideas and experiences confidential outside the classroom unless permission has been granted to share them.

This course may require students to post their work online using applications or services that have not been approved by UW-system. In this situation, the students work will only be viewable only by his or her classmates. None of the work submitted online will be shared publicly. Some assignments require account creation for online programs. The instructor of this course will not share your academic records (grades, student IDs). Confidentiality of student work is imperative, so you should not share the work of your peers publicly without their permission. By participating in these assignments, you are giving consent to sharing of your work with others in this class and you recognize there is a small risk of your work being shared online beyond the purposes of this course. Examples of additional risks include data mining by the company providing the service, selling of your email to third parties, and release of ownership of data shared through the tool. Please contact your instructor prior to the due date if you wish not to participate in these online assignments due to confidentiality concerns.

UW-System approved tools meet security, privacy, and data protection standards. For a list of approved tools, go to: <https://www.wisconsin.edu/dle/external-application-integration-requests/>. Tools not listed on the website linked above may not meet security, privacy, and data protection standards. If you have questions about tools, contact the UWSP IT Service Desk at 715-346-4357. Links to the Terms of Use and Privacy Policies for tool used at UWSP be found at: <https://www.uwsp.edu/online/Pages/Privacy-and-Accessibility-Links.aspx>

Here are steps you can take to protect your data and privacy:

- Use different usernames and passwords for each service you use
- Do not use your UWSP username and password for any other services
- Use secure versions of websites whenever possible (HTTPS instead of HTTP)
- Have updated antivirus software installed on your devices

Additional resources regarding information security at UWSP can be found at:
<https://www.uwsp.edu/infosecurity/Pages/default.aspx>.

It is important for students to understand that faculty are required to report any incidents of maltreatment, discrimination, self-harm, or sexual violence they become aware of, even if those incidents occurred in the past, off campus, or are disclosed as part of a class assignment. This does not mean an investigation will occur if the student does not want that, but it does allow the university to provide resources to help the student continue to be successful.

7.13. Intellectual Property - A Guide to Student Recording & Sharing Class Content

Lecture materials and recordings for this class are protected intellectual property at UW-Stevens Point. Students in this course may use the materials and recordings for their personal use related to participation in this class. Students may also take notes solely for their personal use. If a lecture is not already recorded, you are not authorized to record my lectures without my permission unless you are considered by the university to be a qualified student with a disability requiring accommodation. [Regent Policy Document 4-1] Students may not copy or share lecture materials and recordings outside of class, including posting on internet sites or selling to commercial entities. Students are also prohibited from providing or selling their personal notes to anyone else or being paid for taking notes by any person or commercial firm without the instructor's express written permission. Unauthorized use of these copyrighted lecture materials and recordings constitutes copyright infringement and may be addressed under the university's policies, UWS Chapters 14 and 17, governing student academic and non-academic misconduct.

7.14. Sample Coursework Permission

The instructor may wish to use a sample of your work or some of the feedback you provide on the course in future teaching or research activities. Examples: showing students an example of a well-done assignment; analyzing student responses on a particular question; discussing teaching techniques at a conference. If your coursework or feedback is used, your identity will be concealed. If you prefer not to have your work included in any future projects, please send the instructor an e-mail indicating that you are opting out of this course feature. Otherwise, your participation in the class will be taken as consent to have portions of your coursework or feedback used for teaching or research purposes.

7.15. Revision Clause

This syllabus, the provided schedule, and all aforementioned coursework, are subject to change. It is the student's responsibility to check the course website for corrections or updates to the syllabus. Any changes will be clearly noted in a course announcement or through email.

7.16. COVID-19

For your health and safety, UW-Stevens Point:

- Requires all students, employees and visitors to any UW-Stevens Point campus or facility to wear face coverings when inside campus buildings. The mask is policy is in effect until Sept. 30. See the [chancellor's updated mask mandate](#).
- Requires unvaccinated residence hall students to be [tested](#) twice during the first 10 days of arrival on campus, then every other week until at least Sept. 30.
- Strongly encourages unvaccinated students residing off campus to be tested regularly and complete the daily symptom screening.
- Requires unvaccinated employees to have testing every other week and complete the daily symptom screening.
- Strongly encourages all students, faculty and staff to get vaccinated as soon as possible. While not required, vaccination is the surest way to protect yourself from serious illness.

Vaccines are available:

For students at Student Health Services in Delzell Hall:

- Walk-in Mondays and Thursdays, 1-3 p.m., Wednesdays, 9-11 a.m.
- By appointment at 715-346-4646

For students, UWSP employees and community members at DeBot Dining Center, Lower DeBot Conference Room:

- Monday, Aug. 30, 10:30 a.m.-2 p.m.
- Tuesday, Aug. 31, 11:30 am.-1 p.m.
- Thursday, Sept. 2, 10:30 a.m.-2 p.m.

The first dose of the Pfizer vaccine, fully approved by the FDA, as well as a limited number of the one-dose Johnson and Johnson vaccine will be available. Instructions will be given on how to contact vaccine providers for a second dose of the Pfizer vaccine.

Fully vaccinated students who upload their vaccination record to our [secure online portal](#) are eligible for [prizes from UWSP](#) and \$100 incentive from the [Wisconsin Department of Health Services](#) and also may be eligible for the UW System [“Vax Up! 70 for 70”](#) scholarship incentive.

If you have questions or concerns, see our [COVID-19 site](#) or contact UWSP Student Health Service at health.services.office@uwsp.edu.

UW-Stevens Point continues to monitor COVID-19 transmission rates, which remain high in the five counties where we have facilities and will revisit our face covering policy as public health warrants. We continue to follow the guidance of local, state and federal health experts and UW System leaders.

Thank you for your taking responsibility for your own health and keeping our campus communities safe so we may continue to have in-person classes, events and activities this fall.