



University of Wisconsin Stevens Point- Wausau Introduction to Business 101- (3 credits) spring 2018

Monday, Wednesday and Friday 9:00-9:50 Room 238

Instructor: Scott Sybeldon, Senior Lecturer

Contact:

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- **Office Hours:** M-F 8:00-8:50, M&W 11:00-12:00 & 1:00-2:30 and by appointment
T&H 10:30-12:00 & 1:00-2:30 and by appointment

Required Text: *Business M Series*. Ferrell, Hirt and Ferrell, McGraw-Hill. 5th Edition

Course Description:

This course is an introduction to the role of business in the modern political, social, and economic environments.

Course Objective:

Introduction to Business is a survey course intended to provide a broad overview of the environment, principles, and functions of business. Students will gain a foundation in business terminology and practices essential for success in industry. Throughout the course students will have the opportunity to learn more about functional areas of business such as economics, management, marketing, technology, accounting and finance, as well as, industries to start career planning.

Participation/Etiquette/Attendance:

You are expected to attend and participate in class. Students are expected to come to class prepared to meaningfully discuss assigned materials. IT IS YOUR RESPONSIBILITY TO READ THE BOOK. All students are responsible for obtaining the information and learning the material presented even in the event of absences.

Weather: Use your judgment regarding dangerous driving conditions. You will not be penalized for absences due to extreme weather conditions.

Life happens, but not that often.

If you have a legitimate emergency arise during the semester that is going to hinder your ability to complete work on time, you should contact me to arrange an alternative immediately. However, these situations should constitute legitimate emergencies AND are the exception, not the rule. That is to say, if you are in the hospital, it is probably an emergency. If you are unable to find a babysitter the day an assignment is due, then you probably should have completed the assignment ahead of time. In general, late will unlikely be accepted for full credit. You must either turn in your work ahead of time or be present in class on the due date. Assignments slid under my door or turned in by another student without prior approval will receive zero credit.

Why am I so meticulous?

Good question. Because I believe that college is not just about giving you a content-specific education, it is about teaching you to be a productive member of society...and in the real-world, and in particular the work world, deadlines matter! A client can sue you for missing important deadlines. Success in the work world requires many attributes; one of which is exercising appropriate conduct in various situations. This class is the equivalent to the professional meetings that occur every day in the real world of business. In such situations, individuals are expected to come prepared, participate when appropriate, and not exhibit behavior that is disruptive or disrespectful of others. This includes, but is not limited to, being on-time for group meetings and assignment deadlines.

Professional Classroom Conduct

In addition to preparedness, students should approach all correspondence with the instructor and classmates in a professional manner. This includes but is not limited to e-mail correspondence. Such communication should be consistent with a respectful learning environment.

Cell phones or other electronic messaging devices must be turned off during class. Checking cell phones or other devices is unprofessional behavior. If you are caught texting or checking messages during class, you will politely be asked to leave. If you are expecting an important call, please let me know prior to the start of class.

Academic Integrity:

UWS CHAPTER 14 ACADEMIC MISCONDUCT INFORMATION IS AVAILABLE IN THE STUDENT HANDBOOK: All suspected incidents of academic misconduct shall be handled using the UW System rules, Chapter 14. “Academic misconduct” includes, but is not limited to, the following examples: “cheating on an examination, collaborating with others in work to be presented, contrary to the stated rules of the course; submitting a paper or assignment as one’s own work, when a part or all of the paper or assignment is the work of another; tampering with the laboratory experiment or computer program of another student. (from UWS 14.03)” Further definition of “academic misconduct” can be found in UWS 14.03. UWS 14 is available to all students in the library; additionally, all students received a copy of this policy during their orientation.

<https://www.uwsp.edu/dos/Documents/UWS%2014-1.pdf>

Exams:

Exams will cover any content presented during that unit, including class discussion and cases. Unexcused absence from an exam will result in a 25% loss in total points for that exam. Exams will total just over 70% of course grade. Exams are typically returned the next class meeting. Make-ups must be completed before exams are returned.

Assessments

A UW Colleges-wide assessment program has been put into place to enhance the quality and effectiveness of the curriculum, programs and services of the institution. The following areas of proficiency will be assessed because they are of primary importance in the education of our students: Analytical Skills, Quantitative Skills, Communication Skills, and the Aesthetic Engagement. The Business and Economics Department has also determined a number of core proficiencies for students enrolled in departmental classes. For more information on these, please contact the instructor.

As part of this assessment program, students in BUS 101 will be assessed on the communication skill of demonstrating a large and varied vocabulary

Grading:

Grade	Percentage
A	93%-100%
A-	90%-92%
B+	87%-89%
B	83%-86%
B-	80%-82%

Grade	Percentage
C+	77%-79%
C	73%-76%
C-	70%-72%
D	60%-69%
F	0-59%

The grading assessment and final grades are done by the instructor. All assignments will be graded based on quality and content. Written assignments will be graded based on proper English grammar and usage. Grading criteria will be made available for each assignment.

<u>Exams</u>		
Section 1 :Ch 1-4	100	
Section 2: Ch 5-8	100	
Section 3: Ch 9-11	100	400
Section 4: Ch 12-16	100	
<u>In-class Quizzes</u>		
To be determined (multiple quizzes)	60	60
<u>Assignments</u>		
2 written assignments worth a total of 100 points (separate handouts provided)	100	100
Total		560

*I reserve the right to change or amend this document as needed.

Week	Discussions *
1	Chapter 1- <i>The Dynamics of Business & Economics</i>
2	Chapter 2- <i>Business Ethics & Social Responsibility</i>
3	Chapter 3- <i>Business in a Borderless World</i>
4	Chapter 4- <i>Options for Organizing a business</i>
5	Chapter 5- <i>Small Business, Entrepreneurship & Franchising</i>
6	Chapter 6- <i>The Nature of Management</i>
7	Chapter 7- <i>Organization, Teamwork and Communication</i>
8	Chapter 8- <i>Managing Service and Manufacturing Operations</i>
9	Chapter 9- <i>Motivating the Workforce</i>
10	Chapter 10- <i>Managing Human resources</i>
11	Chapter 11- <i>Customer Driven Marketing</i>
12	Chapter 12- <i>Marketing Strategy</i> Chapter 13- <i>Digital Marketing & Social Networking</i>
13	Chapter 14- <i>Accounting & Financial statements</i>
14	Chapter 15- <i>Money & the financial System</i>
15	Chapter 16- <i>Financial Management & the Securities Market</i>

*This schedule is very flexible & is subject to changes & modification