

Professor Kevin Neuman
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OFFICE HOURS:

By appointment. I am also available using email.

CLASS MEETINGS:

T from 10:00 to 10:50 in CCC 101. Class attendance is subject to an attendance policy and is generally expected.

COURSE DESCRIPTION:

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.

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.

COURSE OUTCOMES:

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.

REQUIRED TEXT:

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

COURSE REQUIREMENTS:

The course grade will be determined as follows:

Quizzes:	Due TBA 5 quizzes, 2 points each	10 pts
MoneySmartsU Score:	Due by May 8	10 pts
Career self-reflection:	Due, 11:59p May 14	30 pts
Smiley Professional Events:	6 events, 5 pts each	30 pts
Attendance:	2 pts per class, max 20 pts	<u>20 pts</u>
		100 pts

Quizzes and Assignments:

There are a number of quizzes and assignments throughout the course. The majority of the assignment grade is a career self-reflection project due finals week 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 worth 2 points each due throughout the course. Check the course calendar for details. The final assignment is to obtain your MoneySmartsU score from an online personal finance module. This project can be completed at any time in the semester, as long as it is completed by May 8.

Smiley Professional 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](https://www.facebook.com/UWSPSchoolofBusiness&Economics)

Twitter: [@UWSPBusiness](https://twitter.com/UWSPBusiness)

For this course, you must attend **six** official Pro Events. Three events must be before the mid-semester cut-off of **Mar. 6**; three events must be before the end-of-semester cut-off (**May 8**). 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 **5** points towards your final grade.

Typically, when you attend an event, you will sign in with your Point Card and thereby receive your Events credit. Occasionally, there are events requiring that you take along an Events Attendance form and obtain a signature at the event; events requiring an Events Attendance form will be clearly labeled and the form will be available online.

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 (<https://www.uwsp.edu/busecon/Pages/Events/create.aspx>). You can meet with an expert from Career Advising, Financial Coaching or Academic Coaching. During "Kickstart Your Career," you can set up a lunch with a local business expert to learn more about their industry, company and profession (and for SBE students, we'll pay the cost of lunch!).

Attendance:

The final portion of your grade is based on attendance. Students accumulate class points by attending classes. Each class attended by the student earns them 2 points. The attendance portion of the grade maxes out at 20 points, which is the equivalent of attending 10 classes. With 13 class meetings the entire semester, the policy builds in free absences for each student. Additional absences will cost the student the 2 points for that day.

University sanctioned absences (athletics, field trips, etc.) will not count in this policy. Any sanctioned absences need to be approved prior to the class being missed. Outside of university sanctioned absences, telling me why you were absent will not make the absence excused. Attendance will be taken using a third-party learning app, which is free to students. Signing up another individual who is not present will result in an absence for both of you. Coming to class solely to sign-in and then leaving will be counted as an absence. If you arrive at class excessively late, or repeatedly late, I reserve the right to assign an absence at my discretion.

GRADING SCALE:

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.

POLICIES AND RESOURCES:

Students should be aware of the following policies and resources:

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. For more information about UWSP's policies, see:

<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 or visit: <https://www.uwsp.edu/datc/Pages/default.aspx>

Inclusivity / Nondiscrimination Statement: It is the responsibility of the instructor to present materials and activities that are respectful of diversity, such that students from all diverse backgrounds and perspectives be well-served by this course. 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>

Religious Beliefs: It is UW System policy (UWS 22) to reasonably accommodate your sincerely held religious beliefs with respect to all examinations and other academic requirements. A direct link to this policy can be found here: https://docs.legis.wisconsin.gov/code/admin_code/uws/22

Help Resources: 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>

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>

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>

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>

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

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

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>

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>.

Confidentiality: 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.

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.

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.

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.

DETAILED COURSE OUTLINE AND CALENDAR:

Jan. 21	Personal introductions; Course introduction	
Jan. 28	Business in the economy: What is business?	
Feb. 4	Student Panel: UWSP experiences and advice	Q #1 Due
Feb. 11	Business purpose and roles in society	
Feb. 18	Key competencies for success in business	Q #2 Due
Feb. 25	SBE intro and overview	
Mar. 3	SBE advising Q and A	
Mar. 6	Pro Events mid-semester cut-off	
Mar. 10	Study Abroad: Programs, processes, and benefits	
<i>Mar. 17</i>	<i>NO CLASS: Spring Break</i>	
Mar. 24	Business ownership structures	
Mar. 31	Business functions and careers: What does a <u>(pick a major)</u> do?	Q #3 Due
Apr. 7	Business functions and careers: What does a <u>(pick a major)</u> do?	Q #4 Due
Apr. 14	Career services resume workshop	Q #5 Due
Apr. 21	Career panel 1	
Apr. 28	Career panel 2	
May 5	NO CLASS: Work on final project	
May. 8	Pro Events end-of-semester cut-off	
Thursday, May 14	Career Reflection due on Canvas by 11:59p No class during scheduled final exam time	