



BGEN 105: Introduction to Business (3 credit hours)
CRN 20103: Section 01 Spring 2019
Rahall 315: 9:30am – 10:45am

Instructor: Angela Addair, MBA, ABD

Title: Assistant Professor of Business

Email: aaddair@concord.edu

Office Hours: Tuesdays 12:30pm-2:00pm, Wednesdays 12:00pm-2:00pm, Thursdays 12:30pm-2:00pm
Or By Appointment

Office Location: Rahall 225

Office Phone: (304) 384-5245

Text, Materials, and Technology Required

- Foundations of Business, 6th Edition, Pride, Hughes, Kapoor; ISBN 13: 978-1-337-38702-6
- Blackboard – course supplements available
- Other materials and resources will be available from the instructor.
- Concord email account which will be utilized as a communication tool between class times.

Prerequisites: None

CU Educational Goal: #3 Attitudes, #2 Exercise of responsible leadership including leadership by example and of responsible followership. (Group Project Assignment)

Catalog Description: Provides students with an overview of basic business concepts in accounting, finance, marketing, management, globalization, and human resource management. Other topics introduced include: managing in a rapidly changing business environment, social responsibilities, environmental issues, and ethics. (NOTE: This course is not to be counted as a business elective but may be used as a general elective.)

Learning Outcomes:

Upon completion of this course, the student should understand:

- global business environment
- basic supply and demand theory
- comparative economic systems
- ethics and social responsibility
- globalization and international business
- the roles and functions of managers
- product development and entrepreneurship
- the fundamental forms of business organization
- product marketing and customer satisfaction
- basic accounting and financial concepts
- human relations and teamwork
- business innovation

Teaching Strategies/Processes

The following teaching methods will be utilized in the presentation of course materials:

1. **Class Discussions: Lectures** will be utilized to provide important material from the text and outside sources to be covered in class. Students should plan to take careful notes as all material cannot be found in the text or readings.
2. **Learning Activities:** Students will engage in a variety of learning activities, to provide hands-on applications of course content presented. A variety of activities including **Large and Small Group Discussions, Peer Reviews** of work, **Internet Research, Research readings,** and **Case Studies** analysis will be utilized.
3. **Visual Aids and Computer Applications:** Several visual aids including computer presentation media will be used as part of the learning environment. In addition, students will utilize computers to conduct research using the Internet as part of their assignments. **Email** will also be utilized during the course as a communication tool.
4. **Assessment Measures:** Assessment measures utilized in this course will include completion of **Instructional Topics** and **Examinations.**

Method of Evaluation

A point system will be utilized to configure grades with a total of **1000 possible points.** The grading point scale to be used is as follows:

<u>GRADING SCALE:</u>		
A = 90 – 100%	900 – 1000 Points	Track your points and you can easily determine your grade at any time!
B = 80 – 89%	800 – 899 Points	
C = 70 – 79%	700 – 799 Points	
D = 60 – 69%	600 – 699 Points	
F = Below 60%	599 and below	

Evaluation and Grading

Chapter Assignments	20 pts each	20 pts x 10	200 pts
Group Project	235 pts each	235 pts x 1	235 pts
Tests/Exams	155 pts each	155 pts x 3	465 pts
Class Activities / Discussions/ Quizzes	10 pts each	10 pts x 10	100 pts
Total points possible			1000 pts

Class Activities / Discussions:

Class Activities are in-class assignments specific to the chapter we are reviewing. Class Activities will vary from discussions, group work, and individual work. All class activities must be completed IN CLASS. If you miss a class, then you miss the class activities. No exception.

If we have not had face-to-face class you will post your answer to the discussion board via Blackboard.

Chapter Assignments:

These assignments are designed to enhance the chapter learning objectives. Typically, you will follow the directions in the textbook for these exercises/homework; though, I sometimes will provide you with an “answer” sheet or alter the directions.

Quizzes:

Quizzes will be given periodically throughout the semester as needed to ensure class participation and homework assignments are complete.

Exams:

There will be three exams throughout the semester.

Group Project:

You will be assigned a Group Project and must work on this project throughout the semester. The purpose of the Group Project is to promote application of the textbook information while working within a team environment.

Instructor’s Classroom Management Policies

The Learning Environment – An orderly classroom is essential to teaching and learning, and respect for all students and the instructor is expected. In order to maintain a productive learning environment, it is requested that each student in this course follow and maintain the classroom policies as outlined below.

- ***Attendance and Make-up Work*** -- In order for students to complete assignments and to actively and effectively learn the course content presented, consistent class attendance is essential.
 - If you are absent, a **valid excuse** must be presented within one week of the absence or the absence will be considered unexcused and any work missed will be graded as zero. In addition to university-excused absences and medically excused absences, I will work with each individual student to determine what is determined as an excused or unexcused absence.
 - If you are absent from class and the absence is EXCUSED, you will have one week from the absence to submit makeup work – this also includes making up a missed exam.
 - Students who miss exams without my prior knowledge and who do not have a valid excuse, will not be considered to makeup the missed exam.
 - **It is the student’s responsibility to complete work assigned and to obtain notes and instructions missed during an absence, excused or unexcused.**
1. ***Tardiness and Leaving Class***-- **The class will begin promptly at 9:30 am.** The class atmosphere is disrupted by tardy students and by students who excuse themselves during class. Consistent tardiness or leaving the classroom early may result in an instructor withdrawal from the course. This is considered disruptive behavior and is identified in the catalog as a reason for instructor withdrawal.

2. **General policies for maintaining a productive learning environment.** *All of these policies are just plain good manners and all are expected behaviors of employees by ALL employers.*
 - **Please keep all cell phones on silent during class and no electronics need to be utilized in this course**
 - **Students who disturb the learning environment** by talking, whispering, laughing, making motions to fellow students, ignoring the computer laboratory rules, placing their feet on desks, sleeping, or other types of nuisances, are a distraction not only to the instructor but to their fellow students, and will be corrected.
 - **Department of Business and RTM-- General Expectations of Students.** All students enrolled in the Department of Business and RTM at Concord University will have an attitude and demeanor that demonstrates a real commitment to the learning process. You will adhere to the expectations developed by the Department Faculty while in class and while representing the Department of Business and RTM and Concord University. A complete list of these expectations can be found displayed on Department bulletin boards and the Department website -- <http://www.concord.edu/academics/business/current-students/policies>
3. **Late Assignments:** In order to be fair to students who get their assignments in on time and to keep my schedule, **late assignments will not be accepted for unexcused absences.** Please do not ask for an exception to this policy except in extreme circumstances. All assignments will be due by the beginning of class.
4. **Academic Dishonesty:** It is the policy of this instructor to follow the guidelines for academic dishonesty as specified in the university academic catalog and to follow the University Honor Code.
5. **Special Assistance:** Concord College is committed to responding to the needs of students with disabilities as defined by the Americans with Disabilities Act (ADA). Please inform your instructor at the beginning of the class semester if you have a disability and are requesting accommodations. It is your responsibility to self-disclose that you are requesting accommodations. The University and instructor will provide you with a reasonable accommodation. You should register with CU's Disability Services Office, located in the Athens campus Jerry and Jean Beasley Student Center, Bottom Floor, across from the Campus Post Office. The Disability Services Office phone is 304-384-6086. Concord University's Protocol and Procedures for Serving Students with Disabilities as covered under Section 504/ADA can be accessed at <http://www.concord.edu/parents-visitors/ada-campus-access-plan>
6. **Academic Resources:** The Academic Success Center is ready to assist any student with academic or personal concerns, tutoring, study skills, time management, and much more. The Academic Success Center is located in Suite 243 (Atrium) of the Rahall Technology Center. Students can stop by the ASC Monday through Friday, 8:00 am until 4:00 or by

appointment. The ASC may be reached by calling (304) 384-6074, (304) 384-6298, or asc@concord.edu. Website: <http://hub.concord.edu/academicsuccess/>

The drop-in tutoring schedule is posted online: <https://apps.concord.edu/tutoring/>. Smarthinking—online, and on-demand tutoring—is available on Blackboard at elearn.concord.edu.

Please review the following websites, which may be useful to you.

Emergency/courtesy telephones are located at the main entrance of each residence hall and at various other locations on campus. They can be identified by the flashing blue light and will provide the user with a direct link to Public Safety at the press of a button. To report an on-campus emergency, call (304) 384-5357 or 911. The office of public safety is located on the bottom floor of the Rahall Technology Center. For further emergency information go to: <http://www.concord.edu/administration/office-public-safety>.

The inclement weather schedule: <http://www.concord.edu/emergency-alerts>

The Beckley inclement weather schedule:

http://www.concord.edu/userfiles/files/emergency/HEC_Inc_Weather_Schedule.pdf

Concord University encourages everyone to register to receive instant emergency text message alerts via cell phones and/or email alerts: <http://sms.concord.edu/>

“General Expectations of Business Students” and the “If Students Miss an Exam Policy”
<http://www.concord.edu/academics/business/current-students/policies>

The Department of Business and RTM Mission statement and reference to the Department of Business and RTM homepage: <http://www.concord.edu/academics/business/>

The university Honor Code and Mission statement,

www.concord.edu/userfiles/files/Academics/StudentHB2010-2012.pdf (page 4)

Sexual Harassment & Assault

Federal law, Title IX, and Concord University policy prohibits discrimination, harassment, and violence based on sex and gender (Including sexual harassment, sexual assault, domestic/dating violence, stalking, sexual exploitation, and retaliation). If you or someone you know has been harassed or assaulted, you can receive confidential counseling support through the Concord University Counseling Center (304-384-5290). Alleged Violations can be reported non-confidentially to the Concord University Title IX Coordinator at 304-384-6327 or titleix@concord.edu. Reports to Campus Security can be made at (304-384-5357). As an employee at Concord University, I am a mandatory reporter which means I must report any sexual misconduct I am made aware of. This includes verbal or written (such as in an assignment) disclosures of sexual harassment or sexual assault.

Technology Services can be contacted at the CU Help Desk extension 5291 from campus or (304) 384-5291 off campus. You may also email at cuhelpdesk@concord.edu

TENTATIVE Schedule for BGEN 105		
Week	Class Work and Assignments	Assignment and/or Work Due
<i>Week 1 Jan 15-17</i>	Introduction and Review of Syllabus Chapter 1 Review Discussion: What does business mean to you?	Chapter 1 Assignment Due Aug 21 Look up the federal debt. How much is it? Do you think it will get paid off in the next 10 years? 20 years? Ever?
<i>Week 2 Jan 22-24</i>	Chapter 2 Review Class Activity: Lookup a company who has acted unethically. What did they do? What kind of impact did their actions have? What do you believe they should have done?	Chapter 2 Assignment, Due Aug 28 Review the table 2-2 in the textbook. Select 1 of the 10 companies. Research what they do as good corporate citizens.
<i>Week 3 Jan 29-31</i>	Chapter 3 Review Class Activity: How has global business impacted you? What are your 5 favorite international brands? Why?	
<i>Week 4 Feb 5-7</i>	Chapter 4 Review Wrap up and Review for Exam #1	Chapter 4 Assignment, Due Sept 11 Discussion Questions 2-4 Study for Exam #1
<i>Week 5 Feb 12-14</i>	<u>Exam #1 – Chs 1, 2 3,4</u> Chapter 5 Review Discussion: If you were to start your own business, what would it be? Why?	Chapter 5 Assignment, Due Sept 18 Research a franchise. What are their costs, fees, what does that include? Do you feel it's a good value? Why or Why Not?
<i>Week 6 Feb 19-21</i>	Chapter 6 Review	Chapter 6 Assignment, Due Sept 25 Discussion Questions 1,2,3,4
<i>Week 7 Feb 26-28</i>	Chapter 7 Review Class Activity: Building Skills for Career Success: Social Media Exercise 1 & 2	
<i>Week 8 March 5-7</i>	Chapter 9 Review	Chapter 9 Assignment, Due Oct 9 Select a job of your interest: Write a job description, qualification for that job, develop a recruitment ad, determine pay and benefits, and develop 5 interview questions for this position

<i>Week 9</i> <i>March 12-14</i>	ENJOY SPRING BREAK!!!!!!	
<i>Week 10</i> <i>March 19-21</i>	Chapter 10 Review Class Discussion: What motivates you? Wrap up and Review for Exam #2	Chapter 10 Assignment, Due Oct 16 Compare & Contrast the various motivational methods discussed in the chapter. Which method do you believe is most effective? Study for Exam #2
<i>Week 11</i> <i>March 26-28</i>	<u>Exam #2 – Chs 5, 6, 7, 9, 10</u> Chapter 11 Review Class Discussion: List 5 of your favorite products. How did each of the brand manufactured influence your purchase?	Chapter 11 Assignment, Due Oct 23 Video Case Questions 1-3
<i>Week 12</i> <i>April 2-4</i>	Chapter 12 Review	Chapter 12 Assignment, Due Oct 30 From the 5 favorite products you selected for last week's discussion, how dedicated are you to each brand? If the price were to increase, and their main competitor remained the same, would you switch brands if the price increased 10%? 15%? 20%?
<i>Week 13</i> <i>April 9-11</i>	Chapter 13 Review Class Activity: Building Skills for Career Success Questions 1 & 2	Chapter 13 Assignment, Due Nov 6 Video Case Questions 1-3
<i>Week 14</i> <i>April 16-18</i>	Chapter 15 Review Class Discussion: Discussion Question 3	
<i>Week 15</i> <i>April 23-25</i>	Chapter 16 Review Class Activity: Discussion Question 1	
<i>Week 16</i> <i>April 30-May 2</i>	Group Project Presentations Wrap Up and Review for Final Exam	Study for Final Exam
<i>Final Exam</i> <i>May 9th,</i> <i>9:00am-</i> <i>11:15am</i>	<u>Final Exam – Chs 11, 12, 13, 15, 16</u>	

*****As a reminder, this syllabus is a working document. It is subject to change as the class progresses. Any changes will be announced in class.*****