



UNIVERSITY OF NORTH CAROLINA  
CHARLOTTE

## Business 1101 004

### Intro to Business & Professional Development

TR: 1:00 – 2:15, Friday Hall 111

Fall 2023

#### Instructor's Information

Instructor: Jordan Duran  
E-mail: [jduran4@charlotte.edu](mailto:jduran4@charlotte.edu)  
*Expect up to 24 hr response time weekdays & limited responses on weekends*  
Office: Colvard 4075  
Office Hours: TR 11:00am-12:30pm  
*Additional virtual appointment times available through my Calendly page:*  
<https://calendly.com/jduran4/office-hours-appointment>

#### Required Course Materials and Options for obtaining the textbook:

- Business Essentials, 13<sup>th</sup> edition, Ebert & Griffin, ISBN: 9780136863366 (MyLab Access including Pearson E-text).

*This course is part of the Niner Course Pack. Please visit [Niner Course Pack Information](#) for more information. If you opt out, you are still responsible for purchasing the required course material.*

**Course Description:** Fundamentals of business including accounting, business analytics, economics, finance, international business, management, management information systems, marketing, and operations and supply chain management. Other topics addressed related to preparing students for success and include goal setting, understanding the inquiry process, and cultural awareness.

#### Course Objectives:

- Introduce you to college life, UNC Charlotte, and the Belk College of Business
- Examine how businesses operate in our modern economic, political, and social environment
- Understand how businesses are planned, developed, organized, and managed
- Examine the functional areas of business and the corresponding majors in the Belk College
- Expand and enrich your business vocabulary and research skills
- Create an awareness of the various career opportunities in business
- Provide an atmosphere in which you can relate personal consumer behavior, work experience and business concepts.

**Prospect for Success:** Every new freshman at UNC Charlotte must complete a “Prospect for Success” (PFS) course. BUSN 1101 is the PFS course for students in the Belk College of Business. There are three student-learning outcomes (SLO’s) for each new student.

- *Cultural Awareness* – Students will demonstrate an understanding of themselves, and of others, as individuals whose worldview and capacities are shaped by culture and experience and a willingness to take the worldview and capacities of others into consideration.
- *Commitment to Success* – Students will identify specific and realistic goals for their collegiate experience, develop or exhibit strategies for achieving these goals, and recognize the need to make change in light of experience.

- *Inquiry* – Students understand or experience inquiry as an open-ended process that explores evidence and/or approaches to generate ideas/conclusions.

### Course Format:

The course objective will be achieved by a sequence of in class discussions and lectures, ten different exercises, three written papers and three exams.

Evaluation Criteria	Weight
Class Participation	9%
Five Passport Exercises	5% (1% each)
Five Skill Assignments	10% (2% each)
Ten MyLab (textbook) Assignments	10% (1% each)
Three Prospect For Success (PFS) Papers	30% (10% each)
Three Exams	36% (12% each)
<b>Total:</b>	<b>100 %</b>

Students are encouraged to contact the instructor with any questions or concerns regarding grades. Final letter grades are assigned based upon the total points earned and the best judgment of the instructor, using the following grade scale:

**A: 90% or above B: 80 to 89.9% C: 70 to 79.9% D: 60 to 69.9% F: below 59.9%.**

**Class Participation:** There will be six different in-class presentations made by guest lectures from our campus-partners (see the course calendar for details). In addition, there are three mandatory exercises counting towards this participation grade.

**Skills Assignments:** You will complete five different assignments aimed at teaching important academic and professional skills, such as budgeting, financial goal setting, and applying for jobs. The grades are based on your effort in completing these assignments.

**MyLab Assignments:** There will be 11 assessments using Pearson’s *MyLab* platform, each covering the material from your readings and class lectures. Here students will apply what they learned in new but similar situations as well as distinguish between facts and inference. Note that only the highest score out of your two attempts will count towards your grade and each assignment will be available as a practice set with answers and explanations after the due date.

**Prospect For Success Papers:** You will also prepare three Prospect for Success (PFS) papers in this course, one topics of: Cultural Awareness, Commitment to Success, and Inquiry. These papers are evaluated based on both content and students’ ability to follow the explicit instructions provided. Please make sure that you always proofread and edit your assignments as these papers are graded on content, style, format, organization, mechanics, grammar and spelling. Students are encouraged to utilize the Writing Resources Center on campus to improve your writing skills.

**Exam Format:** All three exams are **closed book and in-class exams**, using multiple-choice questions within the Canvas platform. Each exam will exclusively cover the stated chapters and material. Please note, students are not allowed to leave the classroom and return during an exam, so please take care of personal business before entering the room for the exam. Students who arrive late for tests will only be permitted to take the exam as long as no other student has turned in their paper prior to the student’s arrival. Please make sure you bring your laptop for each exam and switch all other electronic devices to the “off” position.

## Course Policies:

**Late or missed work:** Note that late or missed assignments or exams will NOT be accepted unless it is the result of: participation in University sanctioned activities and programs; personal illness; and/or other compelling circumstances (written documentation of the reason is required).

**Attendance and participation:** Attendance and active participation is the best way to fully maximize your learning potential. You are therefore expected to **attend all in-class sessions** whenever possible **and be prepared to actively participate in class**. Please do not arrive late or leave early from class, and please do not leave and return to the classroom during class. This is very distracting to the learning environment and it is unprofessional and disrespectful to the professor and to your fellow students.

I will conduct this class in an atmosphere of mutual respect, so the orderly questioning of the ideas of others, including those presented by the teacher, is welcome. However, I will exercise my responsibility to manage the discussions so that ideas and argument can proceed in a respectful way. If you do miss class, please make sure you review all the material that was covered in your absence. found in lectures on Canvas. Please visit <https://legal.uncc.edu/-policies/up-409> for information related to absences for religious holidays;

**Cells phones and other technology:** All cell phones and other communication devices should either be turned off or be kept in *silent mode*. Students should also be aware that cell phone use during class is likely to be one of the largest obstacles to succeeding in this course and that **cell phone use during exams will result in a zero grade.** Computers are allowed in class but only for taking notes. Using your computer for something other than for class notes is not permitted. If you are found to be using your computer for something other than for class notes, the privilege to use your computer will be forfeited for the remainder of the semester.

**Academic Integrity:** The UNC Charlotte Code of Student Academic Integrity will be actively enforced in this course. The code forbids cheating, fabricating or falsifying information, submitting academic work for multiple requirements, plagiarizing, abusing academic materials, and complicity in academic dishonesty. Note that you are also expected to report cases of academic dishonesty to the course instructor. Students will need to produce identification at exams.

**Disability accommodation:** UNC Charlotte is committed to access to education. If you have a disability and need academic accommodations, please provide a letter of accommodation from Disability Services early in the semester. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

**Withdrawals:** Students are expected to complete all courses for which they are registered at the close of the add/drop period. The University policy on withdrawal allows students only a limited number of opportunities available to withdraw from courses. For more details, please visit: [course withdrawal](#).

**Title IX reporting obligations:** UNC Charlotte is committed to providing an environment free of all forms of discrimination and sexual harassment. If you wish to speak to someone confidentially, you can contact any of the following on-campus resources, who are not required to report the incident: (1) University Counseling Center ([counselingcenter.uncc.edu](https://counselingcenter.uncc.edu), 7-0311); (2) Student Health Center ([studenthealth.uncc.edu](https://studenthealth.uncc.edu), 7-7400); or (3) Center for Wellness Promotion ([wellness.uncc.edu](https://wellness.uncc.edu), 7-7407).

**Email communication:** Email messages regarding this class are formal modes of business communication. Email correspondence should be written in a formal, succinct manner. Proper email etiquette begins with a clear, direct subject heading to include your class name, with appropriate section number, and purpose of the email (e.g. BUSN 1101-001, Question about PFS Paper # 1). Use an appropriate salutation (e.g. Dear Mr./Professor Duran) and closing (e.g. Thank you, Best, Regards, etc.)

**Preferred Pronouns:** This course affirms people of all gender expressions and gender identities. If you prefer to be called a different name than what is indicated on the class roster, please let me know. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.

**Changes to the syllabus:** The standards and requirements set forth in this syllabus may be modified at any time by the course instructor. Notice of such changes will be by announcement over email and/or by changes to this syllabus posted on the course Canvas page. Occasionally, unique situations arise that may not be addressed by the syllabus policies. In these instances, the instructor will make the final decision on what action to take.

**Well-being and Mental Health:** It is common for college students to experience challenges that may interfere with academic success such as academic stress, sleep problems, juggling responsibilities, life events, relationship concerns, or feelings of anxiety, hopelessness, or depression. If you or a friend is struggling, we strongly encourage you to seek support. Helpful, effective resources are available on campus at no additional cost.

- Visit the Counseling and Psychological Services website at [caps.uncc.edu](https://caps.uncc.edu) for information about the broad range of confidential on-campus mental health services, online health assessments, hours, and additional information.
- Call CAPS at (704) 687-0311 if interested in scheduling an appointment with a counselor. After-hours crisis support is also available through this phone number.

UNC Charlotte defines "basic needs" as those needs that, when unmet, can hinder students' ability to focus on and successfully complete their academic studies. Basic needs include food security, housing security, transportation, health and wellbeing, technology, and child care. Any student who experiences difficulty in one or more of these areas is urged to contact the [Student Assistance and Support Services \(SASS\) Office](#) for support with navigating campus and community resources. Students can also consult the [Niner Needs website](#) for a list of helpful resources designed to address student needs.

***The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.***

## Tentative Course Calendar BUSN 1101-005

Week	Dates	Course topics and material covered	Assignments
1	T: 8/22 R: 8/24	* Course Syllabus * Challenges from transitioning into a 4-year academic institution: expectations and responsibilities. * The U.S. Business Environment: Economics (Ch. 1)	<b>Assign: Campus Passport</b>
2	M 8/28	<i>Last day to add, drop a course with no grade.</i>	<u>Payment Information</u>
	T 8/29 R: 8/31	* Goal Setting and Finding Motivation: Discussion on what motivates individuals and firms to reach clearly stated goals. * Economics and Profit motivation (Ch. 1)	<b>Assign: PFS Paper 3 – Commitment to Success</b> <b>Assign: PathwayU Assignment</b> <b>Due: MyLab Ch 1</b>
3	T: 9/5 R: 9/7	* <b>Guest Speaker: Pathway U Career</b> * Labor as a Resource: Understanding your value as a labor resource, and how to succeed in the workforce. * Human Resource Mgmt. & Labor Relations (Ch. 10) * Diversity in the Workplace: A respectful discussion on how diversity offers both unique advantages and challenges to any group	<b>Assign: Time Management</b> <b>Assign: MAPS Modules</b> <b>Assign: Questionnaire</b> <b>Due: Time Plan (part 1)</b> <b>Due: PathwayU Package</b>
4	T 9/12 R: 9/14	* Time Management: All students will be tracking how they spend their time during this week. * Managing Student Life and Responsibilities in an ethical way: An honest discussion on how stress and social pressure can tempt unethical behavior. * Business Ethics and Social Responsibility (Ch. 2)	<b>Assign: PFS Paper 2 – Cultural Awareness</b> <b>Due: MyLab Ch 10</b>
5	M 9/18	<i>Potential faculty concerns are shared through <a href="#">Early Alerts</a>.</i>	
	T 9/19 R: 9/21	*Starting a New Venture and Taking Ownership of Your Success: Discussion about success and ownership both as a student and as a professional. *Entrepreneurship, New Ventures, and Business Ownership (Ch. 3)	<b>Due: Time Report (part 2)</b> <b>Due 9/22: New Student Transition Quest.</b> <b>Due: MyLab Ch 2</b>
6	T 9/26 R: 9/28	* <b>Guest Speaker: Peer Guide</b> Content Wrap-up <b>Exam 1 (Chapters 1 – 3 and 10 + all other covered content)</b>	<b>Due 9/29: MAPS Modules</b> <b>Due: MyLab Ch 3</b>
7	T 10/3 R: 10/5	*Managing Yourself: Career Planning and the Job *Search Process. *Managing the Business (Ch. 5)	<b>Due: PFS Cultural Awareness</b>
8	10/9-10/15	<b><a href="#">Niner Nation Week</a> (Homecoming 2023)</b>	
	T: 10/10 R: 10/12	* Professional Success: Creating a Quality Resource * Operations Management & Quality (Ch. 7) * <b>Guest Speaker: Internship &amp; Networking</b>	<b>Assign: Resumes and Cover Letter Assignment</b> <b>Due: MyLab Ch 5</b>
	F: 10/13	<i>Unsatisfactory Grades reported by faculty for Fall 2022</i>	
9	T 10/17 R: 10/18	* Effective Communication: Making yourself understood and understanding those around you. * Marketing Processes & Consumer Behavior (Ch. 11)	<b>Assign: PFS Project – Inquiry</b> <b>Due: MyLab Ch 7</b>

	R: 10/19	<i>Last day to withdraw from course(s) subject to <a href="#">Policy Information</a></i>	
10	10/23-24	<i>Student Fall Recess - No Classes Meet</i>	
	R: 10/26	* The Inquiry Process and Business Research * Information Technology (IT) for Business (Ch. 14) and Business Analytics. <b>* Guest Speaker: Library Resources</b>	<b><u>Due: Topic for Inquiry Project</u></b> <b><u>Due: MyLab Ch 11</u></b>
11	T 10/31 R: 11/2	Content Wrap-up <b>EXAM # 2 (Chapters 5, 7, 11 &amp; 14 + all other content covered since the previous exam)</b>	<b><u>Due: MyLab Ch 14</u></b> <b><u>DUE: Passport Assignment</u></b>
12	T 11/7 R: 11/9	* Growing your Personal Assets: An introduction to informed personal financial decisions. * Managing Your Personal Risk and Finances (Appx)	<b><u>Assign: Cash-Course Assignment</u></b> <b><u>Due: PFS Project – Inquiry</u></b>
13	T 11/14 R: 11/16	* Managing and Accounting for the Firm’s and Personal Assets: The importance of having relevant information and operating within a realistic budget. * The Role of Accountants and Accounting Information (Ch. 15)	<b><u>Due: CashCourse Assignment</u></b> <b><u>Due: Resumes and Cover Letter Assignment</u></b> <b><u>Due: MyLab Appendix</u></b>
14	T: 11/21	Content Continued	<b><u>Due: MyLab Ch 15</u></b>
	11/22-26	<i>Thanksgiving Break - No Classes</i>	
15	T 11/28 R: 11/30	*Growing the Firm’s Assets: Planning for tomorrow’s needs by saving today. * Managing Business Finances (Ch. 17) and Risk Management (Appendix)	<b><u>Due: PFS Paper 1 – Commitment to Success</u></b> <b><u>Due: MyLab Ch 17</u></b>
16	T 12/5	* International Business and the need for and Global perspective in business. * Understanding the Global Context (Ch. 4)	<b><u>Due: MyLab Ch 4</u></b>
	R: 12/7	<i>Reading Day - No Classes</i>	
Final		<b>EXAM # 3 (Chapters 4, 15, 17 &amp; appendix + all other content covered since the previous exam)</b>	
	M: 12/18	<i>Final Grades Due by Noon</i>	