Introduction to Business and Professional Development

Semester: Fall 2021
Section: 008
Location: FRI 130
Time: Monday and Wednesday (MW), 5:30pm - 6:45pm
Instructor: Sarah Haley, M.Ed. (Assistant Director of Professional Development and BLC Coordinator)
Contact: sarah.haley@uncc.edu or smitch47@uncc.edu (both go to the same inbox), 704-687-7568 (office landline)
Office: Niblock Student Center, FRI Building Suite 305, Office #312A
Office Hours: Mondays and Wednesday 2:30-4:00pm and by appointment (schedule via email)
Virtual Office: Click Here to Meet Me on Zoom (Mondays and Wednesdays from 2:30-4:00pm)

Course Description:
BUSEN 1101 – Introduction to Business & Professional Development. (3 credit hours) Prerequisite: Belk College of Business major with less than 35 hours earned. 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 relate to preparing students for success and include goal setting, understanding the inquiry process, and cultural awareness. Other topics related to professional development include: career planning, business etiquette, oral and written communication, networking, and professional presence.

Recommended (Not Required) Textbook:
- Buy a new, paper textbook at the campus bookstore for $154.81
- Buy access to an eBook from Pearson (publisher) at https://console.pearsoned.com/enrollment/kfmsrp for $58.87

Student Learning Goals for BUSEN 1101:
- Introduce you to college life, UNC Charlotte, and the Belk College of Business
- Understand how businesses are planned, developed, and organized
- Examine how businesses operate in our modern, political, social, and economic environment
- 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 to personal consumer behavior, work experience and business concepts
- Lastly, explore and develop the prospect for success concepts below

Prospect for Success:
Every new freshman at UNC Charlotte must complete a “Prospect for Success” (PFS) course during their first semester. BUSEN 1101 is the PFS course for students in the Belk College of Business. There are three student learning outcomes (SLOs) 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.

Information on these three outcomes will be presented in this class. Assignments will also be given assignments that reflect learning and demonstrate these outcomes at a first-year student level.
Technical Requirements:
Students are expected to log in regularly to participate in online course meetings, Canvas modules, discussions, obtain reading assignments, and submit homework assignments. Check email regularly for updates on course content, assignments. The University does have a new laptop policy for all incoming students that you can reference here.

Additional Resources/Technical Requirements
While The University of North Carolina Charlotte provides educational software (Canvas) for the class use, it is your personal responsibility as an online student to ensure that you have access to a reliable computer and stable internet. If you have any technical questions or/and problems, contact UNC Charlotte’s Information and Technology Services at 704-687-5500 or help@uncc.edu.

Course Policies:
Please see the posted course policies outlined on the course Canvas page. These policies outline attendance and engagement, tardiness and leaving early, communication, professional behavior, and late assignments.

Overview of Course Requirements:
Grading for BUSN 1101 is based on the following factors:
1. Attendance and participation at all class sessions is required.
2. Successful completion and submission of ALL assignments as outlined in this syllabus, distributed during class sessions, or posted on Canvas.
3. Professional behavior, during course sessions and during online engagement (discussion posts, written reflections, etc.)
4. Graded activities, which are outlined below.

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<thead>
<tr>
<th>Grade Component and Due Date</th>
<th>Percent of Final Grade</th>
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<tbody>
<tr>
<td><strong>Exams</strong></td>
<td>30%</td>
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<tr>
<td>Exam 1: September 27, 2021</td>
<td>[10%]</td>
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<tr>
<td>Exam 2: November 1, 2021</td>
<td>[10%]</td>
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<tr>
<td>Exam 3: December 13, 2021</td>
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<tr>
<td><strong>Prospect for Success Written Assignments</strong></td>
<td>18%</td>
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<tr>
<td>PFS Commitment to Success: November 8, 2021</td>
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<td>PFS Cultural Awareness: November 15, 2021</td>
<td>[6%]</td>
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<td>PFS Inquiry: November 22, 2021</td>
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<td><strong>Informational Interview</strong></td>
<td>7%</td>
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<td>Proposal: September 22, 2021</td>
<td>[2%]</td>
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<td>Analysis: October 27, 2021</td>
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<td><strong>Exercises</strong></td>
<td>25%</td>
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<td>New Student Transition Questionnaire: September 15, 2021</td>
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<td>Peer Connections for Success: September 30, 2021</td>
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<td>Modules for Academic Planning and Success (MAPS) in Canvas: October 1, 2021</td>
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<td>CliftonStrengths Assessment: October 15, 2021</td>
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<td>Passport Assignment: December 6, 2021</td>
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<tr>
<td><strong>Weekly Attendance and Course Engagement</strong></td>
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<td><strong>Total:</strong></td>
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Grading Scale:
The grading scale for this course is as follows
A: 90-100  C: 70-79  F: 0-59
B: 80-89   D: 60-69
Academic Integrity:
All students are held to the Noble Niner Code and will be held accountable for violations of the Code. While you are encouraged to work and learn with each other, all assignments you submit must be your own work, unless the assignment specifically allows group work. The University imposes serious penalties for breaches of academic honesty and ALL cases of suspected breaches of honesty (i.e., cheating, plagiarism, or facilitating academic dishonesty) will be referred through the appropriate disciplinary channels as outlined in the University Policy 407, The Code of Academic Integrity. Detailed information about Academic Integrity at UNC Charlotte is also available at the following website: http://integrity.uncc.edu/

Diversity Statement:
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.

Disability Services:
If you have a disability that affects your ability to do the work in this course, please contact the Office of Disability Services to obtain a Letter of Accommodation. The office is Fretwell Building, Suite 230; phone number is 704-687-4355.

Syllabus Modification:
The dates and topics set forth in this syllabus may be modified at any time by the course instructor. Any changes will be communicated during class and via email.

COVID-19 Statement:
● Please review guidelines and protocols posted on the Niner Nation Cares website and notify your instructor of any requested accommodations as soon as possible.
● Do not come to class if you are sick. Please protect your health and the health of others by staying home. Contact your healthcare provider if you believe you are ill.
● If you are sick: If you test positive or are evaluated by a healthcare provider for symptoms of COVID-19, indicate so on your Niner Health Check to alert the University. Submit a copy of your Niner Health Check notification email to your instructors. Upon learning that you have tested positive or have been diagnosed for symptoms of COVID-19, either from your reporting or from Student health Center testing or diagnosis, representatives from Emergency Management and/or the Student Health Center will follow up with you, and your instructors will be notified of the need for accommodations, as necessary.
● If you have been exposed to COVID-19 positive individuals and/or have been notified to self-quarantine due to exposure, indicate so on your Niner Health Check to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary. Submit a copy of your Niner Health Check notification email to your instructors. If you need any additional support verifying your absence after you have communicated with your professors, contact Student Assistance and Support Services.
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<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>READ / DUE / BRING</th>
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<tr>
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<td><strong>Week 1:</strong> Aug. 23 - 27</td>
<td><strong>DUE:</strong> Lifeline Presentation, Group 1 (8/25)</td>
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|      | **M, 8/23:** Welcome and Course Overview, Convocation Activities, Dean’s Welcome ★ Assign Lifeline Presentation  
  **W, 8/25:** Lifeline Presentations (Group 1) ★ Assign: Passport                                                                 |
|      |                             | **Monday, August 30 is the last day to add or drop a class for the fall 2021 semester.**                                                                                                             |
|      | **Week 2:** August 30 - Sept. 3                                                                                                                                                                       | **DUE:** Lifeline Presentation, Group 2 (8/30)                                     |
|      | **M, 8/30:** Lifeline Presentations (Group 2) ★ Assign New Student Transition Questionnaire  
  **W, 9/1:** Time Management Strategies and Campus Resources; Start The US Business Environment, Part 1 ★ Assign: Peer Connections for Success |
|      | **Week 3:** Sept. 6 - 10                                                                                                                                                                              | **READ:** Chapter 1 (9/1)                                                         |
|      | **M, 9/6:** NO CLASS (LABOR DAY HOLIDAY)  
  **W, 9/8:** The US Business Environment, Part 2; Entrepreneurship, New Ventures, and Business Ownership, Part 1 ★ Assign: Informational Interview |
|      | **Week 4:** Sept. 13 - 17                                                                                                                                                                            | **READ:** Chapters 1 & 4 (9/8)                                                     |
|      | **M, 9/13:** Entrepreneurship, New Ventures, and Business Ownership, Part 2  
  **W, 9/15:** Stress and Mental Wellness; The Inquiry Process ★ Assign PFS Inquiry                                                                 |
|      | **Week 5:** Sept. 20 - 24                                                                                                                                                                            | **READ:** Chapter 2 (9/20)                                                         |
|      | **M, 9/20:** Human Resources Management and Labor Relations  
  **W, 9/22:** Goal Setting & Commitment to Success; Exam Prep ★ Assign: PFS Commitment to Success                                                                 |
|      | **Week 6:** Sept. 27 - Oct. 1                                                                                                                                                                         | **READ:** Chapter 5 (9/29)                                                         |
|      | **M, 9/27:** EXAM 1  
  **W, 9/29:** Managing the Business                                                                                                                                                    | **DUE:** Peer Connections for Success (9/30)                                       |
|      | **DUE:** MAPS Modules (10/1)                                                                                                                                                                         |                                                                                   |
|      | **Week 7:** Oct. 4 - 8                                                                                                                                                                              | **DUE:** PFS Inquiry (10/6)                                                         |
|      | **M, 10/4:** Valuing Diversity ★ Assign PFS: Cultural Awareness  
  **W, 10/6:** Introduction to Risk Management and Finance                                                                                                                                  | **READ:** Risk Mgmt (10/6)                                                         |
|      | **Week 8:** Oct. 11 - 15                                                                                                                                                                             | **DUE:** CliftonStrengths Assessment (10/15)                                      |
|      | **M, 10/11:** NO CLASS (FALL BREAK)  
  **W, 10/13:** Managing Business Finances                                                                                                                                                   | **READ:** Chapter 11 (10/13)                                                      |
|      | **Week 9:** Oct. 18 - 22                                                                                                                                                                             | **BRING:** CliftonStrength Signature Themes Report (10/18)                           |
|      | **M, 10/18:** CliftonStrengths Presentation  
  **W, 10/20:** Marketing Processes and Consumer Behavior                                                                                                                                 | **READ:** Chapter 6 (10/20)                                                       |
**Friday, October 22 is the last day to withdraw from a course in the fall 2021 semester.**

W, 10/27: Your Personal Brand (LinkedIn and Resume) | READ: Chapter 7 (10/25)  
DUE: Informational Interview Analysis (10/27) |
|-----------------------|--------------------------------------------------|----------------------------------------|
|                       | M, 10/1: EXAM 2  
W, 10/3: Internships: Why You Need One, Where to Start | |
| Week 11: Nov. 1 - 5   | M, 11/8: Information Technology for Business and Business Analytics  
W: 11/10: The Role of Accountants and Accounting Information | DUE: PFS Commitment to Success (11/8)  
READ: Chapter 8 (11/8)  
READ: Chapter 10 (11/10) |
| Week 12: Nov. 8 - 12  | M, 11/15: Managing Personal Finances and Budgeting (Guest: Dr. Brad Yeckley)  
READ: Chapter 9 (11/17) |
W, 11/24: NO CLASS (THANKSGIVING HOLIDAY) | DUE: PFS Inquiry (11/22) |
| Week 14: Nov. 22 - 26 | M, 11/29: Networking and Developing an Elevator Pitch  
W, 12/1: The Role of Business Ethics and Corporate Social Responsibility | READ: Chapter 3 (12/1) |
| Week 15: Nov. 29 - Dec. 3 | M, 12/6: Student Panel  
W, 12/8: Exam Review and Course Reflection | DUE: Passport Assignment (12/6) |
| Week 16: Dec. 6 - 8   | Monday, Dec. 13 | Exam 3 → Monday, December 13 at 5:00pm |

**Wednesday, December 8 is the last day of class for the fall 2021 semester.**

| Monday, Dec. 13 | Exam 3 → Monday, December 13 at 5:00pm | |

**Updated: August 20, 2021**