



Belk College of Business
Department of Management

Introduction to Business & Professional Development
Section: 012 TR: 4:00 – 5:15 pm, Friday Hall 128

This syllabus contains the policies and expectations I have established for BUSN1101. Please read the entire syllabus carefully before continuing in this course. These policies and expectations are intended to create a productive learning atmosphere for all students. Unless you are prepared to abide by these policies and expectations, you risk losing the opportunity to participate further in the course.

Instructor's Information

Instructor: Dr. LaShana M. Wiggs
E-mail: lwiggs@charlotte.edu
Phone: (704) 687-6175
Office: Friday 290C
Office Hours: T 12:00 pm – 2:30 pm – Also available virtually by appointment through Zoom.

About Me:

My name is LaShana Wiggs. I have a Doctorate in Business Administration (DBA) from the University of North Carolina at Charlotte, an Executive Masters in Business Administration (EMBA) from the University of Phoenix and a Bachelor of Social Work (BSW) from Appalachian State University. I own a consulting firm that specializes in process optimization and leadership development. I have 20 years experience working in Financial Crimes Risk Management and most recently worked as Vice President, Product Management Senior Manager in Commercial Banking Transformation. I have worked with companies such as Wells Fargo and US Bank managing operations, financial crimes automation, digitization initiatives as well as regulatory enforcement action remediation. I am a certified Behavioral Consultant (CBC), certified Anti-Money Laundering Specialist (CAMS), and Six Sigma Green Belt Certified professional.

I'm very excited to share with you insights from my corporate experience as well as help guide you through your journey in this course. This course is designed to fit modern students and to accommodate your busy lives. While there are some deadlines to ensure I can grade and provide substantive feedback, this course is flexibly designed to help you manage your time and reduce stress. Please use me as a resource to get what you need from the course and to be successful in your journey at UNC Charlotte.

Course Description

This course is a combination of an introduction to the fundamentals of business and to the skills you will need to be successful in the university to complete your degree and beyond in the business world as you pursue your future careers. Business fundamentals include accounting, business analytics, economics, finance, international

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business, management, management information systems, marketing, and operations and supply chain management. Skills topics include goal setting, understanding the inquiry process, and cultural awareness preparing you for both academic and career success. University related topics will introduce you to the people, resources, amenities, and activities that are available to enable you to meet your goals for a successful and fulfilling college experience.

Meeting Times:

TR 4:00 pm - 5:15 pm - In- Person, Friday building, Room 128

Course Objectives

This course combines a wide range of business topics and is a first-year seminar to help develop the skills you need to succeed in both college and professional life. The objectives of the course are as follows:

- 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.

The course is comprised of four components:

1. **Introduction to Business Fundamentals textbook** with an overview of business functions including Accounting, Business Analytics, Economics, Finance, International Business, Management, MIS, Marketing, Operations and Supply Chain Management, all of which are majors offered in the Belk College of Business. In addition, we introduce general management areas of concern including Entrepreneurship, and Ethics and Corporate Social Responsibility. The course is designed to help you acquire the skills to *identify*, *describe*, and *apply* the fundamental elements of business management, and have enough information to select a major.
2. **Professional development** introduces a series of skills toward your ongoing professional success. Topics include goal setting, career planning, basic professional communication, and personal finance management.
3. **The University Life** component introduces skills including time management, study skills, and stress management; explains faculty, staff, and student roles; and gets you in the swing of student life by exploring a wide range of university resources, activities, and student organizations.
4. **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.

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

Required Course Materials

This course is part of the campus' course material delivery program. The digital required materials for this course have been integrated with Canvas and can be found in the Course Materials link in your Canvas course. Please sign into Canvas to access your course and course materials.

- Business Essentials, 13th edition, Ebert & Griffin, ISBN: 9780136863366 (MyLab Access including Pearson Etext.
 1. Buy an access card via the campus bookstore for \$106.65
 2. Buy access to MyLab directly from the publisher via Canvas for \$89.99. This includes the e-text, course activity materials, and study tools.

*****Do not purchase a physical textbook for this class; this is an e-text required course.***

Technology Required: Computer, Chromebook, or tablet and reliable access to the Internet

Why?

For this course you will need a computer or chrome book that can read and manipulate PDFs, Word documents, and PowerPoints. If you do not own a personal device, you can view the IT options (resource) page on Canvas to find information about computer labs on campus, throughout Charlotte, or the computer loan programs through the Atkins Library. I will do my best to ensure that all materials meet ADA standards, and if you have any other needs to help you use the materials, please do not hesitate to ask.

Course Website: <http://canvas.uncc.edu>

Use of Canvas:

- Canvas will be the website for course information and primary communication channel for this class. You may access UNCC Canvas from My UNC Charlotte(<https://my.uncc.edu/>) or direct type **canvas.uncc.edu/**. It is your responsibility to check Canvas regularly. Report anything that does not match your own record (e.g., a missing or wrong grade) as soon as you become aware of it.
- Canvas provides the instructor with analytics and data on student engagement with the Canvas page, including page views, participation, submissions, timeliness, etc. I will be monitoring student activities on Canvas to ensure successful engagement and participation in the course. If I notice that a student's activities on Canvas may indicate issues with adequate engagement, I may reach out to the student to discuss improving course engagement and participation.

Other technology applications:

- PollEverywhere
- Google Forms
- Qualtrics
- Kahoot!
- CashCourse

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	10%
Five Passport Exercises	5% (1% each)
Two Skill Assignments	6% (3% each)
Ten MyLab (textbook) Assignments	10% (1% each)
Three Prospect For Success (PFS) Papers	30% (10% each)
Three Exams	39% (13% each)
Total:	100 %

Students are encouraged to contact me with any questions or concerns regarding grades. Final letter grades are assigned based upon the total points and the best judgment of the instructor. It is a course policy that any student that receives a failing grade (F) on every exam will automatically receive an F in this course. Otherwise, the following scale will be used:

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

Class Exercises: There will be five different student exercises throughout the semester, which introduces students to important student resources found on Campus. Each exercise will be introduced during our in-class sessions and will be due within one to three weeks later.

Participation: Active learning is the best way to make the material that we cover in class gain relevance to what happens in the workplace. These activities will occur throughout the session and be graded based on the quality of how well you interpret and apply the materials, and with the level of your engagement. I assess participation through your participation in in-class activities, and attendance at mandatory guest lectures.

Skills Assignments: You will complete two assignments aimed at teaching important academic and professional skills. These grades are based on your effort in completing these two assignments.

MyLab Assignments: There will be 11 assessments using Pearson’s *MyLab* platform, each covering the material from your readings and class lectures. You will apply what they learned in new but similar situations as well as distinguish between facts and inference. You have two attempts at each assessment and the highest score out of your two attempts will count towards your grade. 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, on topics of: Cultural Awareness, Commitment to Success, and Inquiry. These papers are graded on both content and your 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. You 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 short answer and multiple-choice questions within the Canvas platform, and will exclusively cover the stated chapters and material. Please note,

you 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. 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). Assignments are only accepted through Canvas submission. I do not accept any assignment submissions via email or physical copy.

Attendance and participation: Attendance and active participation is the best way to fully maximize your learning potential, and you are expected to **attend all in-class sessions whenever it is safe to do (see details below)**. Students are also expected to **read the assigned course materials before each class, and come prepared to discuss the material in class**. I will conduct this class in an atmosphere of mutual respect. I encourage your active participation in class discussions. Each of us may have strongly differing opinions on the various topics of class discussions. The conflict of ideas is encouraged and welcome. The orderly questioning of the ideas of others, including mine, is similarly welcome. However, I will exercise my responsibility to manage the discussions so that ideas and arguments can proceed in an orderly fashion. If you do miss class, please make sure you review all the material covered found in lectures on Canvas. Absences for religious holidays fall under University Policy 409, Religious Accommodation for Students; please visit <https://legal.uncc.edu/policies/up-409> for more information.

Attendance: Students are expected to attend every class and remain in class for the duration of the session. Failure to attend class or arriving late may impact your ability to achieve course objectives, which could affect your course grade. An absence, excused or unexcused, does not relieve a student of any course requirement. Regular class attendance is a student’s obligation, as is a responsibility for all the work of class meetings, including tests and written tasks. Any unexcused absence or excessive tardiness may result in a loss of participation points.

Class Absence(s): The instructor has the authority to excuse a student’s class absence(s) and to grant a student an academic accommodation (turn in a late assignment, provide extra time on an assignment, reschedule an exam, etc.). However, under Academic Affairs [Policy on Course Attendance and Participation](#), University-sanctioned events or activities are considered excused absences. A University-sanctioned event or activity is one in which a student formally represents the University to external constituencies in athletic or academic activities. This policy does not supersede individual program attendance and/or participation requirements that are aligned with accreditation or licensure. For more information and student responsibilities to account for such an absence, see provost.charlotte.edu/policies-procedures/academic-policies-and-procedures/course-attendance-and-participation.

Students are encouraged to work directly with their instructors regarding class absences for **medical appointments, military/court orders, and/or personal and family emergencies**, such as a death in the immediate family, where a student is able to provide an instructor with appropriate supporting documentation of the absence. The final decision for approval of absences and missed work or make-up work is determined by the instructor.

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For absences due to **religious observances**, students must provide the instructor with written notice of requested accommodations no later than the 10th day of instruction for the semester. The instructor and the student should then discuss what a reasonable accommodation should be in the given case and then document this agreed-upon accommodation. [University Policy 409](#) provides more details about this procedure. The [Office of Civil Rights and Title IX](#) is available as a resource if students or faculty have questions about the process.

The [Office of Student Assistance and Support Services \(SASS\)](#) can provide notification to faculty of **emergency situations**, when a student is unable to do so and when the office has been made aware of such emergencies. In such situations, the SASS office may also be able to assist with verification of such emergencies, once a student is able to return to classes. The SASS office does not provide verification of absences for car trouble, weather issues, personal activities, work, weddings, vacations, or University-sponsored events. Absences related to such activities should be discussed directly with the faculty member.

Should a student need assistance from the SASS office in verifying an emergency situation, they can submit an [online request form](#) (sass.charlotte.edu/services/absence-verification) and attach supporting documentation. Please note that students are not required to go through the SASS office at any time regarding absence verification, and the SASS office does not have the authority to excuse absences, allow for make-up work, or provide other academic accommodations.

In cases of absence due to **pregnancy or parenting** (pregnancy, childbirth, false pregnancy, termination of pregnancy, or recovery from any of these conditions), students should contact the [Office of Civil Rights and Title IX](#) to obtain absence verification by completing the [online form](#) at <http://bit.ly/332eaGd>.

Instructor Absence or Tardiness:

I will try my best to give advance notice if I will not be able to hold a class meeting on a scheduled class date. If I am late in arriving, you must wait a full 20 minutes after the start of class before you may leave. Follow any written instructions I may give you about my anticipated absence or tardiness.

COVID-19 related absences: The University continuously updates its policies to reflect guidance from the state and the CDC. The most updated information regarding quarantine and isolation can be found at <https://ninernationcares.charlotte.edu/health-safety/quarantine-and-isolation>.

Expectations on Student Behavior: Throughout your Belk College of Business (BCOB) experience, you will come in contact with many important stakeholders of UNC Charlotte and BCOB. Our expectation is that you will conduct yourself at all times as aspiring professionals who interact respectfully with their peers, faculty, alumni, and corporate leaders. Students are expected to listen to and engage respectfully with instructors, guest speakers, and their peers without having side conversations or other distractions. Failure to apply professional behavior will result in points being deducted from the participation grade, as well as potentially being asked to leave the class.

Cell phones and other technology: The use of cell phones, beepers, or other communication devices is disruptive, and is therefore not permitted during class. If you have a personal or professional emergency or urgent matter, let the instructor know that you may need to respond to a call during class; turn your cell phone to the "vibrate" option, and leave the room to respond to the call. Otherwise, cell phones and other communication devices should be turned off. Laptops are needed for this class. However, only respectful, non-disruptive, class-related use of technology is allowed in this class. I ask that students do not "surf" the internet, text message, or twitter during class; if you have a personal emergency you may leave the room to respond to a call

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or text-message. No earphones or earbuds are to be used during class (unless part of a class activity). While I'm certain we will not have violations, violations of this class policy will result in corrective action deemed appropriate based on the situation (e.g., student must leave the class for the remainder of the class period and will be considered absent for the entire class meeting, terminating student use of technology in class, etc.) Please note, **you may NOT use the calculator features of your cell phone during exams, and that any use of a cell phone during an exam will result in a zero grade on that exam.**

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. Any special requirements or permissions regarding academic integrity will be stated by the instructor and are binding on you. You are expected to report cases of academic dishonesty to the course instructor. Faculty may ask students to produce identification at examinations and may require students to demonstrate that graded assignments completed outside of class are their own work.

The following materials, equipment, websites, or tools are prohibited for completing course assignments, quizzes or examinations, or other academic exercises unless I explicitly permit such use for legitimate pedagogical purposes: which may include ChatGPT or other generative artificial intelligence tools, online course material suppliers like CourseHero or Chegg, etc.

Withdrawals: Students are expected to complete all courses for which they are registered at the close of the add/drop period. If you are concerned about your ability to succeed in this course, it is important to make an appointment to speak with me as soon as possible. The University policy on withdrawal allows students only a limited number of opportunities available to withdraw from courses. It is important for you to understand the financial and academic consequences that may result from course withdrawal.

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, visit their office in Fretwell 230, or email disability@uncc.edu.

Title IX reporting obligations: UNC Charlotte is committed to providing an environment free of all forms of discrimination and sexual harassment, including sexual assault, domestic violence, dating violence, and stalking. If you (or someone you know) has experienced or experiences any of these incidents, know that you are not alone. UNC Charlotte has staff members trained to support you in navigating campus life, accessing health and counseling services, providing academic and housing accommodations, helping with legal protective orders, and more. Please be aware that many UNC Charlotte employees, including all faculty members, are required reporters. This means that if you tell me about a situation involving sexual harassment, sexual assault, dating violence, domestic violence, or stalking, I must report the information to the Title IX Coordinator. Although I have to report the situation, you will still have options about how your case will be handled, including whether or not you wish to pursue a formal complaint. Our goal is to make sure you are aware of the range of options available to you and have access to the resources you need.

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, 7-0311); (2) Student Health Center (studenthealth.uncc.edu, 7-7400); or (3) Center for Wellness Promotion (wellness.uncc.edu, 7-7407). Additional information about your options is also available at titleix.uncc.edu under the "Students" tab.

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Sexual harassment in web-based or web-assisted courses: All students are required to abide by the UNC Charlotte [Sexual Harassment Policy](#) and the policy on [Responsible Use of University Computing and Electronic Communication Resources](#). Sexual harassment, as defined in the UNC Charlotte Sexual Harassment Policy, is prohibited, even when carried out through computers or other electronic communications systems, including course-based chat rooms or message boards.

Revision of the syllabus during the semester: 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 in class, by email notice, or by changes to this syllabus posted on the university's Canvas site.

Email communication: Email messages regarding this class are formal modes of business communication. Accordingly, email correspondence should be written in a formal 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 1101-014, Question about PFS Paper # 1). An appropriate salutation should be included in the body of the message (Such as Dr. Wiggs or Professor Wiggs).

Statement on Diversity: 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. All students and the instructor are expected to engage with each other respectfully. Unwelcome conduct directed toward another person based upon that person's actual or perceived race, actual or perceived gender, color, religion, age, national origin, ethnicity, disability, or veteran status, or for any other reason, may constitute a violation of [University Policy 406, The Code of Student Responsibility](#). Any student suspected of engaging in such conduct will be referred to the Office of Student Conduct.

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Tentative Course Calendar BUSN 1101-012

Week	Dates	COURSE TOPICS AND MATERIAL COVERED	ASSIGNMENTS
0	Sun: 8/21 2 pm	<u>New Student Convocation</u> <i>Barnhardt Student Activity Center (12:30 pm arrival)</i>	
1	T: 8/22 R: 8/24	* Course Syllabus * Challenges with transitioning into a 4-year academic institution: expectations and responsibilities. * The U.S. Business Environment: Economics (Ch. 1)	Assign: Campus Passport
2	M 8/28	<i>Last day to add, drop a course with no grade and to change grade type (P/NC)</i>	
	T: 8/29 R: 8/31	Beta Alpha Psi Presentation- Alexia Smith * Goal Setting and Finding Motivation: Discussion on what motivates individuals (and firms) to reach clearly stated goals. * Economics and Profit motivation (Ch. 1)	Assign: PFS Paper 1 – Commitment to Success Assign 8/31: PathwayU Assignment Assign: Time Management Assignment Due 8/31: MyLab Homework Ch. 1
3	T: 9/5 R: 9/7	*9/7 Guest speaker: PathwayU presentation: Sydney Gallup (012) * 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.	Assign: New Student Transition Questionnaire Due 9/5: Time Plan (part 1) Due 9/6: PathwayU Package Due 9/7: MyLab Homework Ch. 10
4	T: 9/12 R: 9/14	* Time Management: All students will be tracking their hours 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)	Guest Presentation Assign: MAPS Modules Assign: PFS Paper 2 - Cultural Awareness Due 9/12: New Student Transition Quest. Due 9/12: Time Report (part 2) Due: 9/14 MyLab Homework Ch. 2
5	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)	Due 9/21: MyLab Homework Ch. 3
6	T: 9/26 R: 9/28	Content Wrap-up Exam 1 (Chapters 1 - 3 + 10 all other covered content)	Due 9/26: PFS Paper 2 – Cultural Awareness
7	T: 10/3 R: 10/5	* Managing Yourself: Career Planning and the Job Search Process * Managing the Business (Ch. 5 & 7) *10/5: Guest Speaker: Peer Connection: Eden Ramos	Due 10/5: MAPS Modules Due 10/5: MyLab Homework Ch. 5
8	T: 10/10 R: 10/12	* Professional Success: Creating a Quality Resource * Operations Management & Quality (Ch. 7)	Assign: Resumes and Cover Letter Assignment

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			Due 10/12: MyLab Homework Ch. 7
	F: 10/13	<i>Unsatisfactory Grades reported by faculty for Fall 2023</i>	
9	T: 10/17 R: 10/19	<p>* 10/17 Guest Speaker: Internship & Networking: Megan (012)</p> <p>* Effective Communication: Making yourself understood and understanding those around you. * Marketing Processes & Consumer Behavior (Ch. 11)</p>	<p>Assign: PFS Project – Inquiry</p> <p>Due 10/19: MyLab Homework Ch. 11</p>
10	R: 10/19	<i>Last day to withdraw from courses -subject to policy</i>	
	10/23 -24	<i>Student Recess - No Classes Meet</i>	
	R: 10/26	<p>* The Inquiry Process and Business Research * Information Technology (IT) for Business (Ch. 14) and Business Analytics. *Content Wrap-up</p>	<p>Due: Topic for Inquiry Project Due 10/26: MyLab Homework Ch. 14</p>
11	T: 10/31 R: 11/2	<p>*EXAM # 2 (Chapters 5, 7,11 & 14 + all other content covered since the previous exam)</p> <p>*11/2 Guest Speaker: Library Resources (Meet in Atkins Rm 125)</p>	Due 10/31: Passport Assignment
12	T: 11/7 R: 11/9	<p>* Growing your Personal Assets: An introduction to informed personal financial decisions. * Managing Your Personal Risk and Finances (Appendix) TBD Guest Speaker: Niner Finances (Principles of Financial Literacy)</p>	<p>Assign: Cash-Course Assignment</p> <p>Due 11/7: PFS Project – Inquiry Due 11/9: Cash Course Assignment Due</p>
	F: 11/11	<i>Veterans' Day - No Classes Meet</i>	
13	T: 11/14 R: 11/16	<p>* 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)</p>	<p>Due 11/14: Resumes and Cover Letter Assignment Due 11/16: MyLab Homework Ch. 15</p>
14	T: 11/21	Content Continued	
	11/23-24	<i>Thanksgiving Break - No Classes</i>	
15	T: 11/28 R: 11/30	<p>* Growing the Firm's Assets: Planning for tomorrow's needs by saving today. * Managing Business Finances (Ch. 17) and Risk Management (Appendix)</p>	<p>Due 11/28: PFS Paper 1 – Commitment to Success Due 11/30: MyLab Homework Ch. 17</p>
16	T: 12/5	<p>* International Business and the need for and Global perspective in business. * Understanding the Global Context (Ch. 4) *Guest Presentation: Education Abroad (TBD).</p>	<p>Due 12/5: MyLab Homework Ch. 4 Last day of classes is 12/6</p>
	R: 12/7	<i>Reading Day</i>	
Final	R: 12/14	EXAM # 3 (Chapters 15, 17 & appendix + all other content covered since the previous exam)	Exam Thur 12/14 - 2-4:30P
	12/18	<i>Final Grades Due by Noon</i>	

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