"Do more than is required. What is the distance between someone who achieves their goals consistently and those who spend their lives and careers merely following? The extra mile." -Gary Ryan Blair

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Introduction to Business & Professional Development

Semester: BUSN 1101 | FALL 2020
Sections: Y18 and Y19 (Previously B01)
Location: Online and Hybrid, Depending on Your Preferred Instructional Method
Time: Monday, Wednesday, Friday (MWF), 12:20-1:10PM ET
Zoom Link: https://uncc.zoom.us/j/98812218861?pwd=QVB1K2liYndgQ05jdHppSWFUYS9UUT09
Meeting ID: 988 1221 8861 | Password: blc

Instructors: Sarah Haley – Assistant Director of Professional Development & Business Learning Community 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 | Friday Building, #312A
Virtual Office: Click Here to Meet Me on Zoom
(Password for Virtual Office is busn)
Office Hours: Mondays and Wednesdays – 2:30-4:00pm (on Zoom) and by appointment (schedule via email)

Course Description:
BUSN 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.

Suggested (Not Required) Textbook and Readings:

Student Learning Goals for BUSN 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 and 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. BUSN 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:
In addition to weekly attendance during our synchronous course meetings, students are expected to log in regularly to participate in online course meetings, Canvas modules, discussions, obtain reading assignments, and submit homework assignments. Be sure to read email regularly for updates on course content, synchronous course information, and 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. In addition to an Internet browser, you will need Microsoft Word, PowerPoint, Adobe Reader, and Media Player software installed on your computer. If you have any technical questions or/and problems, contact UNC Charlotte’s Information and Technology Services at 704-687-5500 (ext. 75500) or help@uncc.edu.

Updated: September 7, 2020
Course Policies

- **Attendance and Participation:** Attendance is critical to your success in this course and is part of your grade. If you cannot attend a BUSN 1101 class meeting due to illness or unforeseen circumstances, please contact the instructor via email immediately. Failure to notify your instructor at least 24 hours before an absence may result in the absence not being excused and points being deducted from the final grade. Contacting your instructor via email or phone right before class is unacceptable.
  - **Tardiness and Leaving during Class:** In consideration of your fellow classmates and the instructor, please log-in at least 5 minutes before the start our synchronous Zoom class meetings. Please be advised that students who arrive late or leave class early will have points deducted from their attendance and participation grade. It is understandable that there may be technology issues that arise. If you are booted out of a Zoom meeting, please re-enter!
  - **Consistent class attendance is a strong predictor of academic success. If you earn an F or U grade, your last date of attendance will be reported. This may require you to pay back any financial aid money received for this course.**

- **Course Communication:** Communication to students from instructors is sent through the UNC Charlotte email system. Students are expected to read their UNC Charlotte email on a regular basis, and doing so is a requirement of this course. In addition, business students are expected to remain professional in all communication with the university. Please see an outline for Email Etiquette, [here](https://my.uncc.edu/).
  - **Professional Behavior:** Throughout your Belk College of Business experience, you will come in contact with many important stakeholders of UNC Charlotte and the BCOB. Our expectation is that you will conduct yourself at all times as an aspiring professional who interacts respectfully with their peers, faculty, alumni, and corporate leaders. Failure to apply professional behavior during any part of the course will result in points being deducted from the participation grade, as well as potentially being asked to leave the meeting.

- **Online Engagement Discussion Posts:** This course has been set-up to have a defined structure and timeline for submitting assignments. You will notice that all course assignments, outside of the modules, are due on Fridays. Within the modules, your initial discussion posts are due on Wednesdays, and your responses to peers are due on Fridays. Your reflections are due on Wednesdays. This should help you work through the course efficiently and keep track of when things are due.

- **Guidelines for Assignments and Late Submission of Work:** All assignments should be submitted by the due date and time specified in the syllabus or on Canvas. Assignments submitted any later than the specified deadline will be considered late. Acceptance of light assignments will be at the discretion of the instructor and will result in a loss of points for the overall assignment grade if accepted by the instructor.

Overview of Course Requirements
Grading for BUSN 1101 is based on the following factors:

1. **Attendance and Participation at all class sessions** (including synchronous Zoom meetings and the self-paced online modules) 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 any during online engagement (discussion posts, written reflections, etc.)
4. **Specific determination of your grade for BUSN 1101 is based on the following:**

<table>
<thead>
<tr>
<th>Grade Component and Due Date</th>
<th>Percent of Final Grade</th>
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<tbody>
<tr>
<td><strong>Weekly Attendance and Participation in Online Modules</strong></td>
<td>26%</td>
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<tr>
<td>Exams</td>
<td>30%</td>
</tr>
<tr>
<td>Exam 1: Monday, October 12 [10%]</td>
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<tr>
<td>Exam 2: Monday, November 16 [10%]</td>
<td></td>
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<tr>
<td>Exam 3: December XX (TBD) [10%]</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 Cultural Awareness: Friday, October 30 [6%]</td>
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<tr>
<td>PFS Commitment to Success: Friday, November 20 [6%]</td>
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<tr>
<td>PFS Inquiry: Friday, December 4 [6%]</td>
<td></td>
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<tr>
<td><strong>Informational Interview</strong></td>
<td>6%</td>
</tr>
<tr>
<td>Proposal: Friday, October 16 [2%]</td>
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</tr>
<tr>
<td>Analysis: Friday, November 13 [4%]</td>
<td></td>
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<tr>
<td><strong>Exercises</strong></td>
<td>20%</td>
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<tr>
<td>Freshman Transition Questionnaire: Friday, September 25 [4%]</td>
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<td>Peer-Led Coaching Session: Wednesday, October 7 [4%]</td>
<td></td>
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<tr>
<td>CliftonStrengths Assessment: Friday, October 16 [4%]</td>
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<tr>
<td>Modules for Academic Planning and Success (MAPS) in Canvas: Friday, October 23 [4%]</td>
<td></td>
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<tr>
<td>Passport Assignment: Monday, December 14 [4%]</td>
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<tr>
<td><strong>Total</strong></td>
<td>100%</td>
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Grading Scale
The grading scale for this course is as follows:

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<thead>
<tr>
<th>Grade</th>
<th>Points</th>
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<tbody>
<tr>
<td>A</td>
<td>90 – 100</td>
</tr>
<tr>
<td>B</td>
<td>80 – 89</td>
</tr>
<tr>
<td>C</td>
<td>70 – 79</td>
</tr>
<tr>
<td>D</td>
<td>60 – 69</td>
</tr>
<tr>
<td>F</td>
<td>0 – 59</td>
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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 outline 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](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
Even though this course is facilitated 100% online, please protect your health and the health of others by staying home if you are sick: If you test positive or are evaluated by a healthcare provider for symptoms of COVID-19, complete this form to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified. If you have been exposed to COVID-19 positive individuals and/or have been notified to self-quarantine due to exposure, complete this form to alert the University. Representatives from Emergency Management and/or the Student Health Center will follow up with you as necessary, and your instructors will be notified.
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<thead>
<tr>
<th>DATE</th>
<th>TOPIC</th>
<th>READ / DUE / BRING</th>
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| Week 1:     | M, 9/7 (Zoom): Welcome and Course Overview, Assign Lifeline Introduction & Peer Connections for Success | DUE: Reflection Activity  
W, 9/9 (Online Module): Lifeline Introductions on Canvas  
F, 9/11 (Zoom): Short check-in before virtual Venture event, Assign: Passport |
| Week 2:     | M, 9/14 (Zoom): Time Management, Goal Setting, and Campus Resources (Discussion: What motivates you? What motivates firms and individuals to reach their goals?) | DUE: Introductory Post  
W, 9/16 (Online Module): Chapter 1 – The US Business Environment  
F, 9/18 (Zoom): Economics Guest Speaker, Assign: CliftonStrengths Assessment, New Student Transition Questionnaire |
| Week 3:     | M, 9/21 (Zoom): Valuing Diversity, Guest Presenter: Landon Tate, REC of Lynch Hall  
W, 9/23 (Online Module): Chapter 7 – Human Resources Management and Labor Relations  
F, 9/25 (Zoom): HR Guest Speaker, Assign: PFS Cultural Awareness | DUE: Transition Questionnaire |
| Week 4:     | M, 9/28: NO CLASS – Attend Belk College Panel Discussion: Leading on Diversity, Equity, and Inclusion held live on Zoom from 12:00pm-1:00pm ET (will also be recorded) | DUE: Peer Connections for Success  
W, 9/30 (Online Module): Chapter 3 – Entrepreneurship, New Ventures, and Business Ownership  
F, 10/2 (Zoom): Entrepreneurship Guest Speaker, Assign: Modules for Academic Planning and Success (MAPS) |
| Week 5:     | In-Person/Zoom: Stress and Mental Wellness, Guest Presenter: Landon Tate, REC of Lynch Hall  
Online Module: Chapter 2 – The Role of Business Ethics and Corporate Social Responsibility  
F, 10/9 (Zoom): CSR Guest Speaker, Assign: Informational Interview | DUE: Course Check-In |
| Week 6:     | In-Person/Zoom: EXAM 1  
Online Module: Networking and Developing Your Elevator Pitch  
F, 10/16 (Zoom): Careers in Consulting | DUE: Informational Interview Proposal  
DUE: Clifton Strengths |
| Week 7:     | In-Person/Zoom: Clifton Strengths Presentation (Guest Speaker: Professional Development Team)  
Online Module: Chapter 5 – Managing the Business  
F, 10/23 (Zoom): – Management Guest Speaker | DUE: MAPS Modules |
| Week 8:     | In-Person/Zoom: Communication: Making yourself understood and understanding those around you  
Online Module: Chapter 8: – Marketing and Consumer Behavior  
F, 10/30 (Zoom): Marketing Guest Speaker, Assign: PFS Commitment to Success | DUE: PFS Cultural Awareness |

**Tuesday, November 3 is the last day to withdraw from a course in the fall 2020 semester.**

| Week 9:     | In-Person/Zoom: The Inquiry Process and Business Research, Assign PFS Inquiry  
Online: Chapter 11 – Financing the Business  
F, 11/6 (Zoom): Risk Management and Insurance Guest Speaker | DUE: Informational Interview Analysis |
| Week 10:    | In-Person/Zoom: Managing Personal Finances and Budgeting  
Online Module: Chapter 6 – Operations Management and Quality  
F, 11/3: Supply Chain and Logistics Guest Speaker | DUE: PFS Commitment to Success |
| Week 11:    | In-Person/Zoom: Exam 2  
Online Module: Chapter 9 – Information Technology For Business  
F, 11/20 (Zoom): IT Guest Speaker: TBD | DUE: Course Check-In |
| Week 12:    | M, 11/23 (Everyone on Zoom): Internships: Why you need one and where to find one  
W, 11/25 (Online Module): Business Analytics | DUE: PFS Inquiry |
| Week 13:    | M, 12/7 (Everyone on Zoom): BLC Student Panel  
W, 12/9 Online Module: Chapter 4 – Understanding the Global Context of Business  
F, 12/11: Guest Speaker, Office of Education Abroad | DUE: Passport Assignment |
| Week 14:    | M, 12/14 (Everyone on Zoom): Course Reflection, Exam Review | DUE: Final Exam → NOTE: Exam Schedule for Fall Not Posted Yet |

**Tuesday, December 15 is the last day of class for the fall 2020 semester.**