Business 1101 – 13   Fall 2021
Intro to Business & Professional Development
MWF: 1:25 - 2:15 pm, Friday Hall 142

Instructor’s Information
Instructor: Per Norander
E-mail: Pnorande@uncc.edu
Phone: (704) 687-7588
Office: Friday 218A
Office Hours: Using Zoom on Tuesdays and Thursdays from 1:00 to 2:00 pm and by appointment.

Required Course Materials and Options for obtaining the textbook:


1. Buy a new paper textbook at the campus bookstore for $154.81
2. Buy access to an eBook from at https://console.pearsoned.com/enrollment/kfmsrp for $58.87

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.

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<tr>
<th>Evaluation Criteria</th>
<th>Weight</th>
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<tr>
<td>Lecture Participation</td>
<td>5%</td>
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<tr>
<td>Five Course Exercises</td>
<td>10% (1 x 6% + 4 x 1%)</td>
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<td>Five Student Skill Assignments</td>
<td>10% (2% each)</td>
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<tr>
<td>Three Prospect For Success (PFS) Papers</td>
<td>30% (10% each)</td>
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<tr>
<td>Three Exams</td>
<td>45% (15% each)</td>
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<tr>
<td><strong>Total:</strong></td>
<td><strong>100 %</strong></td>
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Students are encouraged to contact the instructor with any questions or concerns regarding grades. Final letter grades are assigned based upon the total points and the best judgment of the instructor. Note 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 and Participation:** 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. There will also be mandatory online guest lectures counting towards this participation grade.

**Student Skills Assignments:** You will complete five assignments aimed at teaching important academic and professional skills. These grades are based on your serious completion of these assignments and the incorporation of key concepts previously discuss in the course.

**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 must be typed doubled spaced using Times New Roman 12 point font and submitted on Canvas. 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 short answer and multiple-choice questions within the Canvas platform, and 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, and you are expected to **attend all in-class sessions whenever it is safe to do (see details below).** Students are 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 argument 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](https://legal.uncc.edu/-policies/up-409) for more information.

**COVID-19 related absences:**

- **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.**

To return to class after being absent due to a period of self-quarantine, students should submit a copy of their Niner Health Check clearance email to their instructor(s). To return to class after being absent due to a COVID-19 diagnosis, students should submit an **online request form** to Student Assistance and Support Services (SASS). Supporting documentation can be attached directly to the request form and should be from a student's health care provider or the Student Health Center, clearly indicating the dates of absences and the date the student is able to return to class. Instructors will be notified of such absences.

**Requirement to wear CDC-compliant face coverings:** It is the current policy of UNC Charlotte that as a condition of on-campus enrollment, all students are required to engage in safe behaviors to avoid the spread of COVID-19 in the 49er community. Such behaviors specifically include the requirement that all students properly wear CDC-compliant face coverings in **all indoor spaces on campus,** including classrooms and labs, **regardless of vaccination status.** Failure to comply with this policy in the classroom or lab may result in dismissal from the current class session. If the student refuses to leave the classroom or lab after being dismissed, the student may be referred to the Office of Student Conduct and Academic Integrity for charges under the **Code of Student Responsibility.**

**COVID -19 Vaccination and Testing:** Faculty, staff, and students who are unvaccinated (or vaccinated but have not submitted vaccination documentation to the University) and
Cells 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. I also ask that students do not "surf" the internet, text message, or twitter during class; if you have a personal emergency let me know; you can leave the room to respond to a call or text-message. 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.

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: 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. For more information on accommodations, contact the Office of Disability Services at 704-687-0040 or visit their office in Fretwell 230.

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.

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.

Expectations on Student Behavior Please do not arrive late or leave early from class. In addition, please do not leave and return to the classroom during class time. This is very distracting to the learning environment and it is unprofessional and disrespectful to the professor and to your fellow students. Please be sure to silence and put away your phones before class begins. 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.

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 1101-0011, Question about PFS Paper # 1). An appropriate salutation should be included in the body of the message (Such as Professor Norander or Mr. Norander).

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 1101-13

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>COURSE TOPICS AND MATERIAL COVERED</th>
<th>ASSIGNMENTS</th>
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| 0    | Sun: 8/22 6 – 7 pm | New Student Convocation  
Jerry Richardson Football Stadium                                                                 |                                                                             |
| 1    | M: 8/23  
W: 8/25  
F: 8/27 | * Review Course Syllabus  
* Transitioning into a 4-year academic institution: expectations and responsibilities.  
* The U.S. Business Environment: Economics (Ch. 1) | Complete Student Information Form  
Assign: Exercise 1 – Campus Passport                                                                 |
|      | M 8/30 | Last day to add, drop a course with no grade and to change grade type (P/NC)                      |                                                                             |
|      | M: 8/30  
W: 9/1  
F: 9/3 | *Goal Setting and Finding Motivation: Discussion on what motivates individuals (and firms) to reach clearly stated goals.  
* Economics and Profit motivation (Ch. 1) | Assign: Exercise 2 - New Student Transition Questionnaire  
Assign: PFS Paper 1 – Commitment to Success  
Assign: Exercise 3 – MAPS Canvas Modules                                                                 |
| 3    | M: 9/6 | Labor Day – No Classes                                                                            | Assignment: Exercise 4 – Peer Connections for Success  
Assign: Time Management (plan for next week)                                                                 |
|      | W: 9/8  
F: 9/10 | * Labor as an Economic Resource: Understanding and increasing your value as a labor resource.  
* Human Resource Mgmt. & Labor Relations (Ch. 2) | Assign: PFS Paper 2 – Cultural Awareness  
Time Management Assignment Week  
Due 9/15: Exercise 2 – New Student Transition Quest.                                                                 |
|      | M: 9/13  
W: 9/15  
F: 9/17 | * Diversity in the Workplace: A respectful discussion on how diversity offers both unique advantages and challenges to any group.  
* Managing Student Life and Responsibilities in an ethical way: An honest discussion on how stress and social pressure can tempt unethical behavior.  
* Understanding Business Ethics and Social Responsibility (Ch. 3) | Assign: PFS Paper 2 – Cultural Awareness  
Time Management Assignment Week  
Due 9/15: Exercise 2 – New Student Transition Quest.                                                                 |
| 5    | M: 9/20  
W: 9/22  
F: 10/24 | *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. 4) | Due: Time Management Assignment.                                                                 |
| 6    | M: 9/27  
W: 9/29  
F: 10/1 | Content Wrap-up  
Exam 1 (Chapters 1 - 4 + all other covered content) | Due 9/30: Exercise 4 – Peer Connections  
Due 10/1: Exercise 3 – MAPS Canvas Modules  
Assign: Exercise 5 – Clifton Strengths Finder  
Due Fri 10/8: PFS Paper 2 – Cultural Awareness                                                                 |
| 7    | M: 10/4  
W: 10/6  
* Managing the Business (Ch. 5) | Assign: Exercise 5 – Clifton Strengths Finder  
Due Fri 10/8: PFS Paper 2 – Cultural Awareness                                                                 |
| 8    | 10/11 -12 | Student Recess - No Classes                                                                        | Due: Exercise 5 – Clifton Strengths Finder  
Communication Assignment                                                                 |
|      | W: 10/13  
F:10/15 | * Effective Communication: Making yourself understood and understanding those around you.  
* Marketing Processes & Consumer Behavior (Ch. 6)  
*Guest Speaker: Strengths Finder Results | Assign: Exercise 5 – Clifton Strengths Finder  
Communication Assignment                                                                 |
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<tr>
<th>Date</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Notes</th>
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<td>10/15</td>
<td>F: 10/15</td>
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<td>Unsatisfactory Grades reported by faculty for Fall 2021</td>
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<td>DUE: 1st Half of Exercise 1 – Campus Passport Assignment</td>
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<td>F: 10/22</td>
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<td>Last day to withdraw from courses and Change or Opt-Out of Grade Replacement (subject to Policy)</td>
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<td>* Professional Success: Creating a Quality Resource Operations Management &amp; Quality (Ch. 7)</td>
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<td>* Guest Speaker: Networking and Internship</td>
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<td>Assign: PFS Paper 3 – Inquiry</td>
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<td>DUE: 1st Half of Exercise 1 – Campus Passport Assignment</td>
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<td>Resumes and Cover Letter Assignment</td>
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<td>Topic for Inquiry paper due</td>
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<td>Interviewing Assignment</td>
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<td>10/25</td>
<td>M: 11/1</td>
<td>W: 11/3</td>
<td>F: 11/5</td>
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<td>* Content Wrap-up</td>
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<td>EXAM # 2 (Chapters 5 – 8 + all other covered content)</td>
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<td>* Understanding the Global Context (Ch. 9)</td>
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<td>* Guest Speaker: Library Resources</td>
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<td>* The Role of Accountants and Accounting Information (Ch. 10)</td>
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<td>11/1</td>
<td>M: 11/22</td>
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<td>*Introduction to Financial and Risk Management</td>
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<td><strong>Due Mon 11/22: PFS Paper 1 – Commitment to Success</strong></td>
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<td>11/24-26 Thanksgiving Break - No Classes</td>
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<td>* Managing Business Finances (Ch. 11) and Risk (Ch. 12)</td>
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<td>Personal Finance Assignment Week 1</td>
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<td>DUE: 2nd Half of Exercise 1 – Campus Passport Assignment</td>
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<td>Personal Finance Assignment Week 2</td>
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<td>12/6</td>
<td>M: 12/6</td>
<td>W: 12/8</td>
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<td>*Growing your Personal Assets: An introduction to informed personal financial decisions.</td>
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<td>* Managing Your Personal Risk (Ch. 12) and Personal Finances (Ch. 13)</td>
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<td>12/8</td>
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<td>Th: 12/9 Reading Day</td>
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<td>Final EXAM # 3 (Chapters 9 - 13 + all other covered content)</td>
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<td>Final Grades Due by Noon</td>
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