BUSA 1900
Expanded Course Outline
CRN 50035
Summer Session I (Maymester) – 2011
May 16 – June 02, 2011

Instructor: Dr. Bruce M. Bird
Office: Adamson Hall (AH) 203A
Class Time: In-class help sessions--
M-R from 3-5 in AH.115.
E-mail: bbird@westga.edu
Cell: 404-713-9160

Office Hrs: M-R 1:45-2:45 (AH 203A).
M-R 3-5 (AH 115)

Note: Our Final Exam will be held on Thursday, June 2, 2011, in RCOB 2329. You may take it either from Noon – 2 P.M., 3-5 P.M., or 6-8 P.M. It is an “open note” exam. You must take it in person. You must bring your I.D. (student I.D. or driver’s license) with you to the exam.

I: Catalog Description:

An introduction to Internet basics such as using e-mail, participating in electronic discussion groups, and exploring the World Wide Web (WWW). Emphasis will be on using the Internet as a useful source of information for the social sciences, business education, consumer decision making, and career planning. This course satisfies the two-hour institutional priority listed under Area B.

II: Required Background or Experience:

A. Prerequisites: None
B. Two-hour institutional priority listed under Area B Contribution:

III: Expected Outcomes:

The overall objective for this course is for you to learn about a number of topics related to the Internet. Upon successful completion of the course, students will:

- Communicate effectively by producing professional quality business and other documents (BBA LG1)(LO1.1).
- Learn about basic and advanced features of searching the Internet for information for purposes of producing professional quality documents (BBA LG1)(LO1.1).
Note: A complete list of expected learning outcomes (LO) for the Department of Accounting and Finance can be found at the department web site at http://www.westga.edu/~accfin/index.htm. Students will complete 3 Assignments and be tested on the course material. Completion of these tasks will assist students in meeting the course learning objectives.

IV. Text and References:

There is no required text for this course. Course material is contained in folders available on CourseDen.

V. Special or Unique Student Materials:

Scantron form 882E or 882ES (for Final Exam).
Non-smudge eraser

VI. Special or Unique University Facilities

None.

VII. Expanded Description of the Course and Instructional Methods:

A. The emphasis of BUSA 1900 is on using the Internet as a useful source of information to help make better decisions. We hope that this course meets your educational needs, engenders accurate perceptions of the broad role of the Internet in helping reshape the world as we know it and assists you in making well-informed economic, financial, career, and other decisions.

B. Instructional Methods:

Primarily In-Class Help Sessions and Self-Directed Learning. The instructor will stress certain points and elaborate on others. The material for this course is available on-line.

VIII Methods of Evaluating Outcomes:

A: Evaluation Tools:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Percentage</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment #1</td>
<td>20%</td>
<td>80</td>
</tr>
<tr>
<td>Assignment #2</td>
<td>20%</td>
<td>80</td>
</tr>
<tr>
<td>Assignment #3</td>
<td>20%</td>
<td>80</td>
</tr>
<tr>
<td>Final</td>
<td>40%</td>
<td>160</td>
</tr>
</tbody>
</table>

A=90% or above; B=80%-%90%; C=70%-%80%; D=60%-%70%; F= below60%
Important: You must bring Scantron Form 882 or 882-ES to the Final Exam along with your student I.D. (or driver’s license). Anyone unable to attend the final exam must contact the instructor prior to the exam.

B. Learning Domains:

  Cognitive (Knowledge, comprehension, analysis, and evaluation)
  Affective (Receiving, responding, and characterization).
  Psychomotor (Perception, guided response, and origination).

IX. Other Information:

Class behavior: Academic dishonesty will result in dismissal from the class with a grade of F.

X. Addendum to Course Syllabii

MY.WESTGA.EDU  The policy of the University of West Georgia is that each student is responsible for checking his/her www.my.westga.edu e-mail account on a regular basis.

EXTRA CREDIT  There is no extra credit in this course beyond that explicitly stated in the course Syllabus.

WORK FROM OTHER COURSES  Work submitted for credit in other courses will not be accepted for credit in this course.

XI. BUSA 1900 Tentative Schedule

May, 2011

M  16  Syllabus; Website; Password; Explanation of Assignment #1 and Project; Folder #1—Introduction; Folder #2 – Electronic E-mail

T  17  Folder # 3 – The World Wide Web
        Folder #4 – Internet File Types and Downloading

W  18  Folder # 11 – Consumer Decision Making – Buying & Selling on the Web. Folder #5 – Basic Search Strategies.
        Folder #6 – Library and Academic Related Research

R  19  Folder #7 -- Consumer Decision-Making: Transportation.

F  20  Assignment #1 Due. (Please note that our in-class help sessions are from M- R).
M  23  Last day to withdraw with a grade of W. Folder # 7 – Cont’d.
     Folder #8 – Consumer Decision-Making – Housing & Traveling

T  24  Folder #8 – Consumer Decision-Making – Housing & Traveling.

W  25  Assignment #2 Due. Folder #9--Web Page Creation; 
     Folder #10— Consumer Decision-Making: Taxes, Banking, and 
     Insurance.

R  26  Folder #10-- Consumer Decision-Making – Taxes, Banking, and 
     Insurance (cont’d).

F  27  Assignment #3 Due.

M  30  Memorial Day Holiday (No class)

T  31  Folder #12 – On-Line Investing.
     Folder #13 – Career Planning.
     Review session for Final Exam.

       June, 2011

W  1   Reading Day. (No class)

R  2   Final Exam /160 points. This is an “open note” exam.
     (In other words, you may print off the course material 
     available on CourseDen and articles assigned as Homework 
     available on the Web and refer to them when taking your 
     exam.)