

XIDS 2002: WDYKA Business

Melanie Hildebrandt

UWG Spring 2016

TIME/LOCATION:

Section 02: W 12:30-2:10pm, Miller 1309 and F 12:30-2:10pm, Miller 1201

Section 03: M 12:30-2:10pm, Miller 1309 and F 12:30-2:10pm, Miller 1201

REQUIRED TEXT:

BUSN (8th edition)

Kelly

ISBN: 1285775295

CONTACT INFO:

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678-839-5356, Miller 1217

CAMPUS OFFICE HOURS:

MW 2:30-5:00pm, F 9:30-11:30am

COURSE DEN OFFICE HOURS:

Tues 3-5pm *Email my UWG address & I will "meet" you in the Course Den chat room

COURSE DESCRIPTION

This interdisciplinary course is designed to introduce students to the business disciplines, make them aware of current issues and trends in business, encourage and develop leadership and entrepreneurial skills, and cultivate interest in the pursuit of business-related careers. By briefly surveying each of the disciplines contained within the Richards College of Business, students will gain both an appreciation of the interrelationship of each discipline and an understanding of the role and context of business in today's society.

In order to convey course content, visiting speakers from within the University and the business community at large will enhance our traditional lectures and class discussions. Speakers will range across a variety of disciplines in order to provide students with the opportunity to understand the role of business in the real world and gain a broader perspective on business-related issues. Proposed current issues in business include an exploration of the challenges of sustainable development, the role of emerging technologies in the workplace, the globalization of markets, and the rising cost of healthcare.

All students will have the opportunity to develop, practice and improve their leadership and entrepreneurial skills in a semester-long business project. In this project, students will propose and discuss how their business start-up will address key real-world challenges, based on information discovered through in class discussions, lectures, and invited speakers.

COURSE LEARNING OBJECTIVES

Upon completion, students will:

1. Be able to distinguish between the different business disciplines: Accounting, Economics, Finance, Management, Management Information Systems, Marketing, and Real Estate.
2. Understand the role and context of business in the real world and explore career opportunities in business.
3. Demonstrate a basic knowledge of current issues in business, such as the challenges of sustainable development, emerging technologies, globalization of markets, and the high cost of healthcare.
4. Develop and practice leadership and entrepreneurial skills.
5. Develop critical thinking, problem solving, and oral and written communication skills.

EVALUATION

Grading for this course will be on a point system based on your performance on: 7 assignments, weekly lecture exercises, 3 projects, 2 quizzes, and a Final Exam (cumulative). The assessments will be based on the assigned readings, lectures, assignments and exercises.

Assignments: There are weekly assignments for this course and each **MUST** be turned in by the assigned deadline. More details will be provided in Course Den.

Guest Lecture Exercises: At the end of each weekly Friday Guest Lecture, there will be an assignment given.

Projects: There are 3 projects for this course and you **MUST** submit your project on the assigned day. More details will be provided in Course Den.

Quizzes: There will be 2 quizzes. Quiz questions may come from all material covered, including chapter content, other assigned readings, and guest lectures.

Final Exam: The final exam will be given during the last scheduled day of class on **Friday, March 4th at 12:30pm.** It will be cumulative and the questions will come from all material covered, including chapter content, other assigned readings, and guest lectures.

There are **NO** make-up Exams, Assignments, or Exercises without prior permission, obtained in advance, and accompanied by appropriate documentation.

Any extra credit opportunities will be posted in CourseDen with all corresponding details and will be offered to the class as a whole. The pursuit of extra credit is optional and is offered at the discretion of the instructor.

If you have any questions, concerns, complaints, etc. about your grade, you **MUST** bring it to the instructor's attention within 48 hours of the grade being posted in CourseDen. **Student complaints that are not voiced until the end of the semester about missing or "incorrect" grades will not be considered.**

POINT ALLOCATION

Assessment	Points	Total	Percent
Lecture Exercises (7)	10 each	70	14%
Assignments (7)	10 each	70	14%
Projects (3)	vary	200	40%
Quizzes (2)	30 each	60	12%
Final Exam (1)	100	100	20%
Attendance	vary	Bonus	Bonus
	TOTAL	500	100%

Pts Earned	Final Grade
450-500	A
400-449	B
350-399	C
300-349	D
0-299	F

Final grades for this course will be assigned using this exact point distribution, i.e. final grades will not automatically be "rounded up". An example, if a student earns 449 points, then a final grade of "B" will be assigned for the course.

ATTENDANCE

Attendance is **not** mandatory and you will not be dropped from the class due to nonattendance. It is the student's responsibility to withdraw from the class by contacting the registrar's office directly. **The last day to withdraw with a grade of W is Feb. 8th.**

However, there will be extra credit available in this course from bonus points earned via RANDOM attendance checks and RANDOM in-class assignments and class participation. These points will NOT be announced in advance and cannot be made up.

CANCELLATION

In the event that class is cancelled, any relevant assignments or course announcements will be posted on CourseDen.

CLASS POLICIES

Like most professors, I expect you to behave professionally in this course, which means considering the effect that your behavior will have on other people involved in the course.

- Please come to class on time, and do not leave early. If you must come to class late, enter as quietly as possible to avoid disrupting class.
- Turn off cell phones and do not use them in class. This includes texting or using the internet during class.
- Please be sensitive of the perspectives of your classmates. Vigorous discussion of controversial issues is terrific, but we ought not to belittle the opinions of others. I expect you to disagree with me and with one another, but do so in a respectful manner.

STUDENT RIGHTS AND RESPONSIBILITIES

Please carefully review the information at the following link:

http://www.westga.edu/assetsDept/vpaa/Common_Language_for_Course_Syllabi.pdf

UWG Email Policy

University of West Georgia students are provided a MyUWG e-mail account. The University considers this account to be an official means of communication between the University and the student. It is the student's responsibility to check his or her email.

Credit Hour Policy (2 CREDIT HOURS)

For approximately fifteen weeks, students in this class will generally spend 104 minutes with direct faculty instruction (either face-to-face or online) and work about 280 minutes outside of the classroom each week. This out-of-class work may include, but is not limited to, readings, assignments, projects, group work, research, and test preparation.

University of West Georgia Honor Code

At the University of West Georgia, we believe that academic and personal integrity are based upon honesty, trust, fairness, respect, and responsibility. Students at West Georgia assume responsibility for upholding the honor code. West Georgia students pledge to refrain from engaging in acts that do not maintain academic and personal integrity. These include, but are not limited to, plagiarism, cheating, fabrication, aid of academic dishonesty, lying, bribery or threats, and stealing.

The University of West Georgia maintains and monitors a confidential Academic Dishonesty Tracking System. This database collects and reports patterns of repeated student violations across all the Colleges, the Ingram Library, and the School of Nursing. Each incidence of academic dishonesty is subject to review and consideration by the instructor, and is subject to a range of academic penalties including, but not limited to, failing the assignment and/or failing the course. Student conduct sanctions range from verbal warning to suspension or expulsion depending on the magnitude of the offense and/or number of offenses. The incident becomes part of the student's conduct record at UWG.

Additionally, the student is responsible for safeguarding his/her computer account. The student's account and network connection are for his/her individual use. A computer account is to be used only by the person to whom it has been issued. The student is responsible for all actions originating through his/her account or network connection. Students must not impersonate others or misrepresent or conceal their identities in electronic messages and actions.

Accessing Course Den:

You will need to access Course Den for this course. You can access Course Den from any computer that has Internet access, on or off campus. If you need help accessing Course Den, you may come to me for help, or you may contact the Distance Learning helpdesk (678)839-6248.

NOTE: This syllabus and schedule provide a general plan for the course. However, deviations may be necessary depending upon the progress of the class. Also, other Course Den assignments may be added throughout the semester. All Course Den assignments will be announced in class and available online. Additionally, there may be in-class assignments, which may not be announced in advance.

COURSE SCHEDULE

	<u>TOPICS</u>	<u>ASSIGNMENTS</u>
WEEK 1: 1/11-1/15	Course Overview Chapter 1: Intro to Business	A1: Myers-Briggs Assessment
	Guest Lecture: Major Exploration	
WEEK 2: 1/18-1/22	Chapter 5: Business Communication	A2: Linked In Assignment
	Guest Lecture: Intro to Career Development	
WEEK 3: 1/25-1/29	Chapter 2: Economics Chapter 4: Business Ethics & CSR	A3: CSR (CD Quiz)
	Guest Lecture: Intro to Myers-Briggs	Project 1: Career Interview
WEEK 4: 2/1-2/5	Chapter 6: Business Formation Chapter 7: Entrepreneurship	A4: CD Career Quiz
	Guest Lecture: SBDC & Carroll Tomorrow	QUIZ 1
WEEK 5: 2/8-2/12	Chapters 11-13: Marketing	A5: Five Guys Franchise (CD Quiz)
	Guest Lecture: RCOB Dept Representatives	Project 2: Dream Job
Mon. Feb. 8th	Last Day to Withdraw with grade of "W"	
WEEK 6: 2/15-2/19	Chapters 14-15: Management	A6 : TBD
	Guest Lecture: Social Entrepreneurs	
WEEK 7: 2/22-2/16	Chapters 8-10: Financing a Business	
	Guest Lecture: TBD	QUIZ 2
WEEK 8: 2/29-3/4	Final Project: Business Start-Ups	A7: TBD
	FINAL EXAM (FRI 3/4 12:30-2:10pm)	Project 3: Group Presentations Final Exam, Comprehensive