

XIDS 2002: WDYKA Business

Melanie Hildebrandt

UWG Fall 2017

TIME/LOCATION:

Section 03: Tues 12:30-2:10pm, Adamson 115 and Fri 12:30-2:10pm, Adamson 117

Section 04: Thurs 12:30-2:10pm, Adamson 115 and Fri 12:30-2:10pm, Adamson 117

**This is a Session I course and runs Aug. 9th-Sept. 9th*

***This is a HYBRID course, so up to 49% of the course sessions will be online instead of face-to-face*

REQUIRED TEXT:

BUSN (8th edition)

Kelly

ISBN: 1285775295

CONTACT INFO:

mhildebr@westga.edu

678-839-5356, Miller 1218

OFFICE HOURS:

TR 2-4pm

Fri 10:30am-12:30pm

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: Course Den assignments, attendance, projects, quizzes, and a Final Exam (cumulative). The assessments will be based on the assigned readings, lectures, assignments and exercises.

Course Den Exercises: There are multiple assignments for each module and each MUST be turned in by the assigned deadline. More details will be provided in Course Den.

Attendance Checks: Attendance checks may be taken during each face-to-face class session. These points cannot be made up.

Career Readiness Projects: There are 5 project options on career readiness and you MUST select, complete and submit 3 of the 5 options by the assignment deadline. More details will be provided in Course Den.

Quizzes: There will be 3 online quizzes- one at the end of each module. Quiz questions may come from all material covered, including chapter content, other assigned readings, and guest lectures.

Final Project: There is one required group project that includes a class presentation. More details in Course Den.

Final Exam: The final exam will be given during the last scheduled Friday of class on **Friday, Sept. 29th**. 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
Attendance	vary	50	10%
Course Den Exercises (9)	10 each	90	18%
Quizzes (3)	30 each	90	18%
Career Readiness (3)	40 each	120	24%
Final Exam (1)	75	75	15%
Final Project (1)	75	75	15%
	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 Sept.1st at 4pm.**

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.
- 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/UWGSyllabusPolicies/>

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.

XIDS 2002: Course Schedule

Fall 2017: Session I

DATE	TOPICS	DEADLINES
Module 1		
Aug. 9th-Aug. 27th	Ch 1: Intro to Business Ch 2: Economics Ch 6: Business Formation Ch 7: Entrepreneurship	A1: Rising Cost of Healthcare Exercise A2: Recession Film Exercise A3: Five Guys Exercise QUIZ 1 (Ch 1, 2, 6, & 7)
<i>Fri. Aug. 11th</i>	<i>Open Drop Period Ends</i>	<i>Ends at 11:30pm</i>
<i>Mon. Aug. 14th</i>	<i>Open Add Period Ends</i>	<i>Ends at 11:30pm</i>
Module 2		
Ethics, CSR, & Communication		
Aug. 28th – Sept. 10th	Ch 4: Business Ethics & CSR Ch 5: Business Communication	A4: Globalization Exercise A5: Supply Chain Exercise A6: TBD QUIZ 2 (Ch 4 & 5)
<i>Sept. 1st</i>	<i>Withdrawal Deadline Session I</i>	<i>Ends at 11:30pm</i>
Module 3		
Management & Marketing		
Sept. 11th – Sept. 24th	Chapters 11-13: Marketing Ch 14-15: Management	A7: Risky MKTG Strategy Exercise A8: TBD A9: TBD QUIZ 3 (Ch 11-15)
Wrap-Up Week		
Tues. Sept. 26th	Final Projects: Business Start-Ups	Group Projects
Thurs. Sept. 28th	Final Projects: Business Start-Ups	Group Projects
Fri. Sept. 29th	Final Exam- Cumulative	Fri. Sept. 29th Final Exam @12:30pm