In this online course, students are not required to attend any *instruction sessions* on the Gordon State College campus. The course begins Wednesday, **AUG 14** and runs through Wednesday, **DEC 11**th. The weekly modules of the course will run from Monday mornings to the following Sunday evenings. However, “WEEK ONE” will run be a shorter week beginning Wednesday morning **AUG 14** and running through 11:59 PM Sunday evening, **AUG 18**.

An OPTIONAL technology orientation will be held on THUR, **AUG 15**th at 7:30 in the I/C Computer Center. Watch your Gordon State email for more information.

Students are **required** to attend one meeting on campus in Barnesville to complete the Final Exam on **Thursday, DEC 5**th at 7:30 PM. If the student cannot attend the proctored exam(s), the student will have to obtain the professor’s permission to take the exam on the same date at a testing center approved by the College.

Students are urged to be familiar with online course delivery, Desire2Learn, before attempting in this online course. Please view the Desire2Learn video located at [www.gordonstate.edu/departments/computerservices/georgiaview.asp](http://www.gordonstate.edu/departments/computerservices/georgiaview.asp).

** Students should read this *entire* document **

**PRE-REQUISITES / CORE-REQUISITES**

**PREREQUISITE(S):** None  
**CORE-REQUISITE(S):** None  

**COURSE DESCRIPTION**

*BUSA-1105 Introduction to Business* is designed to introduce you to the workings of U.S. businesses. The course is an integrative study of the functional areas of business, including finance, operations, marketing, and human resources. Additional topics of discussion involve contemporary business issues of ethics, e-commerce, leadership, and entrepreneurship.
COURSE OBJECTIVES AND LEARNING OUTCOMES

Upon completion of this course the student will:

- Identify and distinguish between various economic systems and forms of businesses
- Understand and integrate key business functions
- Comprehend and apply mechanics of US economic system
- Expand and apply ethics and social responsibility in business practices
- Evaluate a business’ utilization of business functions, business ethics, and social responsibility
- Apply ethical decision-making in case study analysis
- Explain basic issues involved in creating and running a small business
- Understand and evaluate effective use of marketing processes
- Recognize and apply pricing, distributing, and promoting decisions
- Distinguish between management and leadership
- Understand basic concepts of securities and investments and manage an investment portfolio of business stocks

TEXTBOOK AND OTHER RESOURCES

|                | ** OR **
|                | ** Be sure you have the 6th Edition
| TEXTBOOK COMPANION WEBSITE | Business Essentials for Gordon State College {Hyperlinked. Press “Control” and left-click mouse to follow link, or copy/paste this web address into your browser: http://wps.prenhall.com/bp_ebert_be_6/0,12493,3682354-,00.html }

TO BE SUCCESSFUL IN THIS ONLINE COURSE...

1. Log onto the online class (D2L) several times each week
2. Complete the assigned reading early in the week, taking notes as you go and paying special attention to key words (vocabulary) and new concepts.
3. Set excellence as your target, not simply good enough
4. Arrange your life to allow 2 – 3 hours each week for study, preparation, participation in online activities, and project management
5. Begin work on projects early in the semester
6. Review chapter key points and vocabulary within 24-hours of completing the assigned reading
7. Schedule time for the rest, exercise, and diet appropriate to support an active adult
8. Select a quality study-buddy or study team to review for exams
9. Know and use your unique learning style to maximize knowledge retention
10. Check Gordon emails at least twice a week
11. Conquer procrastination. Stay current on readings and assignments
TECHNOLOGY REQUIREMENTS

Each student must have access to a dependable computer (with software requirements listed below) and reliable access to the Internet. Please note: the Professor is not your Tech Support person.

Technical support for D2L is provided by software professionals whose contact information is described below. This online class requires that you have the following resources:

- You must have continued access to reliable Internet connection. Loss of Internet connection does not excuse you from the assignment or late penalty. Access to the Internet is provided on-campus. Again, no excuses will be accepted for inability to access the Internet.
- You must have Microsoft Office 2007 or later installed in order to access files and complete course assignments.
- Students check their Gordon email messages at least twice weekly.
- You must work with the software to become competent in D2L. You may access your D2L account from the Gordon State homepage, under the “My Gordon” tab or at: https://gordonstate.view.usg.edu/. BEFORE ENTERING your log-in information, click on “Please click here for a System Check before you log in.” The system check will take a few minutes and will save you frustration later. If the system check identifies any software you need to download or update on your computer (usually JAVA or RealTime), click “OK” and download the programs.
- Computer Services of Gordon State College offers online assistance for D2L at https://d2lhelp.view.usg.edu/ (place cursor over web address and hold "control" key and left-click the mouse).
- If you forget your D2L password, consult the online Help Desk to reset your password (https://d2lhelp.view.usg.edu/). If you continue to have problems with login, contact the helpdesk at https://d2lhelp.view.usg.edu/knowledge.do?sysparm_document_key=kb_knowledge,89030b47a954f400c4d92c0a881dd478. The toll-free tech support telephone number is 1-855-772-0423.
- Computer competencies include expertise in Microsoft Explorer, WORD, EXCEL, and PowerPoint. If you are having difficulties with any portion of D2L, you are responsible for contacting tech support and solving the problem. Not being able to access files or upload assignments does not excuse the course participant from timely delivery of course products.

COURSE REQUIREMENTS

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Percentage</th>
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<tr>
<td>Mid-term &amp; Final Exams</td>
<td>50%</td>
</tr>
<tr>
<td>My Business Profile Portfolio &amp; Report</td>
<td>20%</td>
</tr>
<tr>
<td>Weekly Discussion Participation</td>
<td>20%</td>
</tr>
<tr>
<td>Weekly Chapter Quizzes</td>
<td>10%</td>
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<tr>
<td></td>
<td>100%</td>
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GRADING POLICY

Grading Scale:  

- A  90 - 100
- B  80 - 89
- C  70 - 79
- D  60 - 69
- F  Less than 60

Grading will be based on the quality of the student’s work, initiative in pursuing knowledge, and thoroughness of assignments.
A Outstanding, thorough, creative, and greatly exceeds expectations.

A grade of “A” will be awarded for work which far exceeds the minimum expectations of the assignment, not only by doing all that is asked, but by demonstrating superior skill, thoroughness, independence, pursuit in new understandings, creativity, and academic propriety.

B A disciplined approach with some mastery of the material while showing creativity and exceeding expectations.

Grades in the “B” / “B+” range are very good grades. “B” grades indicate above average grasp and mastery of the subject matter, evidenced not only by meeting the basic objectives, but also by showing some initiative in pursuing lines of inquiry and creativity in pursuing new understandings.

C Satisfactory work that met minimum expectations.

Grades in the “C” /“C+” range indicate that the basic objectives of the course have been achieved, and that the student has demonstrated satisfactory mastery of the material. The student met the minimum expectations of the Instructor.

D Below expectations for college-level work.

A grade of “D” is assigned to work that is passing, but below average competency for college students. The student receiving a grade of “D” has not exerted a level of effort or expertise expected of the average college student. This level of work is often largely incorrect or minimally thought-out and researched.

F Lack of command over course material.

An “F” is assigned to a failing effort. This sort of work does not meet the minimum expectations of the assignment, demonstrates an unjustifiable lack of command over course material, and a significant absence of effort on the part of the student.

MID-TERM PROGRESS REPORT

Mid-term progress is reported in BANNER by October 5 of the Fall Semester and only for students who are failing the course. The student is responsible for gathering their grades for this course and tracking their average. The Professor will maintain student grades in D2L where the student may monitor current grades.

ATTENDANCE POLICY

It is the student’s responsibility to arrange for regular participation in the online class. Weekly assignment will be used to track attendance. Failure to attend class will create significant frustration and burden for the student.

Students should NOT simply stop attending class. If the student’s schedule changes or the course no longer meets the student’s needs, appropriate steps should be taken to drop the course. Contact the Registrar’s Office (Registrar@GordonState.edu). Forms for making requests from the Registrar’s Office may be found at http://www.gordonstate.edu/departments/registrar/forms.asp and submitted online. If a student stops attending class without completing the withdrawal process, an “F” grade will automatically be assigned.

Students must log into the online class the first week of the semester to remain on the class roll. A Discussion Forum and Assignment are provided as introductory projects the first week and will serve the Attendance criteria. Any student who does not log into the online class during the first four days of the semester will be removed from the class roll by the Registrar. Should that occur, the student will need to begin at the website for the Registrar’s Office (http://www.gordonstate.edu/departments/registrar/forms.asp) to begin the reinstatement process. Reinstatement must be approved by the Professor, Registrar and the Academic Dean. The student is
encouraged to attend class while the reinstatement steps are in process. No student will be reinstated if more than two weeks of class have been missed.

**POLICIES ON LATE SUBMISSION OF ASSIGNMENT AND EXAMS**

As Business Majors and future employees of successful organizations, you are now establishing habits and patterns of behavior that will either propel or halt your professional success. Developing the personal discipline to be on time with projects completed in a spirit of excellence will do more to enhance your professionalism and career progress than any other skill. Thus, late assignments are strongly discouraged and heavily penalized.

All assignments must be submitted in the **D2L** “classroom.” Emailed assignments are not in the online classroom and, therefore, will not be considered submitted for a grade. If you are unable to attach an assignment for submission in **D2L** or access a quiz or exam, you will need to contact **D2L** Tech Support or Gordon State College’s Computer Services.

**ASSIGNMENTS:** Failure to submit an assignment on the date scheduled in the **Course Schedule** section this Syllabus will result in a 20% late penalty on the grade. **All assignments will be submitted online through D2L.** No email submissions will be accepted. Any submission after the due date is deemed late and the 20% late penalty applies. Missed assignments must be submitted within **three (3) days** of the due date to be considered for a grade. Missed assignments receive a “0” grade. Assignments may be submitted early with no grade penalty.

**EXAMS:** Students will complete Chapter Quizzes weekly. These Quizzes will be valuable as study guides for the mid-term and final exams. Students must complete quizzes and exams during the week they are scheduled. **NO MAKE-UP PROVISIONS** are made for any of the weekly Chapter Quizzes, Mid-term or Final Exams. The student is responsible for remaining current on assignments and projects.

**EMAILING YOUR PROFESSOR**

**Email is the best way to ask questions or clarify assignment details when away from class.** Email your Professor using the Gordon State email address provided on Page 1 of this **Course Syllabus.** Email your Professor **USING YOUR GORDON STATE E-MAIL ACCOUNT.** Otherwise, your email may be routed to the Professor’s SPAM e-mail file and deleted without reaching the Professor. Also, please do not use the email option in **D2L**.

In your email, state the course in which you are enrolled (i.e., “**BUSA1105, Online**”) and sign your first and last name. Emails should be free of misspelled words and grammatical errors. Appropriate online language and slogans are acceptable (i.e., LOL, FYI, BTW, etc.).

Your Professor will respond to your email, even if a response is not requested. This way the student knows the Professor received and read your email. If you do not receive a response from your Professor within 24-hours, consider the email as undelivered and resend. When the student receives the response from the Professor, the student will exercise **professional netiquette** and respond with a word or two of appreciation, to which the Professor may or may not respond.

**ASSIGNMENTS SHOULD NOT BE EMAILED TO THE PROFESSOR.** All assignments should be submitted in a timely fashion in **D2L.** Your Professor also uses Instant Messaging and will respond if your IM does not arrive during class, meeting, presentation, or other inappropriate time. If the student IMs the Professor at an inconvenient time the Professor will either not respond or will send a “Later” message. At that point it might be best for the student to email the Professor their question or discussion. **Students should NOT email assignments to this Professor** unless prior arrangements have been made and agreed.

**PRIVACY POLICY**

Your Professor complies with the provisions of the Family Educational Rights and Privacy Act of 1974 (FERPA), as amended. This Act is designed to protect the student’s rights regarding educational records and personal information maintained by Gordon College. To comply with the letter and spirit of the Act, note these provisions provided by your Professor:

Graded papers, projects, exams, etc. will be returned to the student only, via **D2L.** Student grades will be discussed with the student in person. No grades will be transmitted via email or disclosed over the telephone. Students may check their grades at any time in **D2L** under the “My Grades” tab. Students enrolled in Gordon
State College have access to fellow students’ Gordon email address. Therefore, the Professor will not provide a student’s Gordon email address to anyone else.

Students must maintain their own log-in id and password information for BANNER, Gordon email, D2L, etc. The Professor will not disclose student log-in id or password under any circumstance. If the student loses id or password information, the student is responsible for taking immediate and appropriate steps with the applicable Gordon State College office (Registrar, Financial Aid, Student Services, etc.).

Additional information on Gordon’s Privacy Policies may be reviewed in the Academic Catalogue, or retrieved from http://www.gdn.edu/admissions/catalog/section/students.pdf

ACADEMIC INTEGRITY

Gordon College recognizes honesty and integrity as critical to academic functioning, viable employment, and meaningful existence in the human community. Upon registration, the student assumes an acceptance of the standards and regulations in the Student Handbook and the Student Code of Conduct on pp. 220-232 in the Academic Catalogue and at http://www2.gordonstate.edu/catalog/current/view/C191. Plagiarism is prohibited at Gordon College. Plagiarism is defined as the intentional or unintentional presentation of another person’s idea or product as one’s own. Plagiarism includes, but is not limited to, the following: (a) copying verbatim all or part of another’s written work, including Internet websites; (b) using phrases, charts, figures, illustrations, or mathematical or scientific solutions without citing the source; (c) paraphrasing ideas, conclusions, or research without citing the source; and (d) using all or part of a literary plot, poem, film, musical score, or other artistic product without attributing the work to its creator. Students may avoid unintentional plagiarism by carefully accepted scholarly practices. Notes taken for papers and projects should accurately record sources of material to be cited, quoted, paraphrased, or summarized, and papers should acknowledge these sources.

Students who compromise the policy on academic integrity will receive a “0” for the assignment. An act of academic dishonest may also result in one or more of the following:

A. A failing grade for the course
B. Charges filed against the student for violation of the Student Code of Conduct
C. Other measures ad deemed appropriate by the Professor

IF YOU ARE IN ANY WAY UNCERTAIN about the definition of plagiarism and actions that are considered unethical in business communication, visit the Duke University website at http://library.duke.edu/research/citing for clarification.

If a student submits a plagiarized paper for this course, a zero-grade will be assigned to the first plagiarized paper and the work returned to the student for re-submission. When the paper is re-submitted, a 20% late penalty will be levied. If a second plagiarized paper is submitted, the student will receive an F-grade for the course. Recall that copying a student’s paper and submitting as your own is also considered plagiarism and the same procedures will be followed.

NOTE: Electronic analysis tools like www.turnitin.com and www.plagiarism.org may be used to evaluate student integrity in submitted reports.

STUDENTS WITH DISABILITIES

Gordon’s Office of Disability Services assists in coordinating special needs of students with academic services and accommodations. The goal of Disability Services is to ensure equal access to the college experience for students with disabilities through reasonable accommodation. Services are available to students who request accommodations in writing to the ADA Coordinator. Additional information and instructions are available at <http://www.gdn.edu/studentlife/counseling.asp >. The Office of Disability Services part of the Gordon College Counseling Center and is located in the Student Center, Room 202, and may be reached at (678) 359-5221.

FINANCIAL AID

The Financial Aid office is located on the 2nd floor of Lambdin Hall. Instructions and details are available at <http://www.gdn.edu/FinancialAid/index.asp >. You may contact a Financial Aid representative at (678) 359-5059. Information on Veteran Benefits should be directed to the Registrar’s Office. Instruction and details may be viewed on Gordon’s website at <http://www.gdn.edu/departments/registrar/va-benefits.asp>.

For Financial Aid purposes, students enrolled in 12 or more semester hours are classified as “full-time” students. Only the first 30 semester hours of Learning Support courses attempted are considered in determining aid eligibility.
Financial Aid, including grants, scholarships and loans, can only be used to cover the costs of courses that are required for your currently declared major. It is your responsibility to contact the Office of Financial Aid to request an adjustment to your award if you register for courses that cannot be covered. If you fail to do so, you will eventually be billed for any financial aid that you have received for courses that were not required for your declared major.

It is also your responsibility to re-apply for financial aid each academic year; applications become available January of each year for the following fall semester. If you are using financial aid to pay tuition and fees, you are required to activate payment. This may be completed either on-line or in person in the Business Office. Students failing to follow this procedure will have their schedules cancelled. If you are unsure about what is covered under financial aid, please call them or make an appointment with a representative in Gordon’s Office of Financial Aid.

**APPLYING FOR GRADUATION**

To graduate from Gordon College, a student must satisfy the requirements for a degree by meeting all the requirements listed in the catalog. Any student who plans to graduate from Gordon College is required to complete an application for graduation, available in the Registrar’s Office. Students must file graduation applications NO LATER than the official mid-term date of the semester PRIOR to the anticipated semester of graduation. Therefore, if you plan to graduate in a Spring semester, you must file the application by mid-term Fall Semester and if you plan to graduate in Fall, you must file application by mid-Spring.
## COURSE SCHEDULE

<table>
<thead>
<tr>
<th>WEEK</th>
<th>DATES</th>
<th>PRIOR TO CLASS:</th>
<th>IN D2L:</th>
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<tbody>
<tr>
<td>1</td>
<td>Wed. AUG 14 to Sunday AUG 18</td>
<td>1. Purchase Textbook&lt;br&gt;2. Log Onto your Gordon State Email&lt;br&gt;3. Download Course Syllabus from D2L&lt;br&gt;4. Save Electronic Version Of Syllabus&lt;br&gt;5. Print Out Hard Copy Of Syllabus&lt;br&gt;6. Read Entire Course Syllabus&lt;br&gt;7. Select a Study Partner for the Semester</td>
<td>• Participate in Introductory Discussion Assignment in D2L&lt;br&gt;• Become familiar with layout and resources available in D2L</td>
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<tr>
<td>2</td>
<td>AUG 19 to AUG 25</td>
<td><strong>Read Chapter 1—The US Business Environment</strong>&lt;br&gt;1. Review and learn vocabulary of Chapter 1&lt;br&gt;2. Review New Business Plan Project assignment details in Syllabus&lt;br&gt;3. Begin Researching Business Plan templates for use in Business Plan project&lt;br&gt;4. Consider various types of businesses you would like to launch&lt;br&gt;5. Meet with Study Partner</td>
<td>• Participate in WK 2 Discussion&lt;br&gt;• Complete CH01 Chapter Quiz</td>
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<tr>
<td>3</td>
<td>AUG 26 to SEPT 1</td>
<td><strong>Read Chapter 2—Conducting Business Ethically and Responsibly</strong>&lt;br&gt;1. Review and learn vocabulary of Chapter 2&lt;br&gt;2. Review My Business Profile Project assignment details in Syllabus&lt;br&gt;3. Complete My Business Profile assessments and begin composing Ethics portion of My Business Profile Report&lt;br&gt;4. Continue consideration of business type for New Business Plan project&lt;br&gt;5. Meet with Study Partner</td>
<td>• Participate in WK 3 Discussion&lt;br&gt;• Complete CH02 Chapter Quiz&lt;br&gt;• Download resources for My Business Profile report</td>
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<td>4</td>
<td>SEPT 2 to SEPT 8</td>
<td><strong>Read Chapter 3—Entrepreneurship, New Ventures, and Business Ownership</strong>&lt;br&gt;1. Review and learn vocabulary of Chapter 3&lt;br&gt;2. Complete My Business Profile assessments and compose Entrepreneurship portion of My Business Profile Report&lt;br&gt;3. Work with Study Partner</td>
<td>• Participate in WK 4 Discussion&lt;br&gt;• Complete CH03 Chapter Quiz&lt;br&gt;• Download resources for My Business Profile report</td>
</tr>
<tr>
<td>5</td>
<td>SEPT 9 to SEPT 15</td>
<td><strong>Read Chapter 4 – Global Context of Business</strong>&lt;br&gt;1. Review and learn vocabulary of Chapter 4&lt;br&gt;2. Complete My Business Profile assessments and compose the International Readiness section of My Business Profile Report&lt;br&gt;3. Meet with Study Partner</td>
<td>• Participate in WK 5 Discussion&lt;br&gt;• Complete CH04 Chapter Quiz&lt;br&gt;• Download resources for My Business Profile report</td>
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<tr>
<td>6</td>
<td>SEPT 16 to SEPT 22</td>
<td><strong>Read Chapter 5—Business Management</strong>&lt;br&gt;1. Review and learn vocabulary of Chapter 5&lt;br&gt;2. Complete My Business Profile assessments and compose Management section of My Business Profile Report&lt;br&gt;3. Meet with Study Partner</td>
<td>• Participate in WK 6 Discussion&lt;br&gt;• Complete CH05 Chapter Quiz&lt;br&gt;• Download resources for My Business Profile report</td>
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**BUSINESS ETHICS**

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**NEW BUSINESSES AND ENTREPRENEURSHIP**

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**BUSINESS MANAGEMENT**

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<table>
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<th>WEEK</th>
<th>DATES</th>
<th>PRIOR TO CLASS:</th>
<th>IN D2L</th>
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</table>
| 7    | SEPT 23 to SEP T 29 | **Read Chapter 6—Organizing the Business Enterprise**  
1. Review and learn vocabulary of Chapter 6  
2. Complete My Business Profile assessments and compose My Business Profile Report  
3. Study with Study Partner | Participate in WK 7 Discussion  
Complete CH06 Chapter Quiz |
| 8    | SEPT 30 to OCT 6 | Review Vocabulary words from Chapters 1 – 6  
Meet with Study Partner to prepare for Mid-term Exam  
(No Chapter Quiz, Chapter Assignment, or Weekly Discussion assignments this week) | Complete Mid-term Exam by OCT 2nd  
Submit Part 1 of My Business Profile report by OCT 6th |
| 9    | OCT 7 to OCT 13 | **Read Chapter 7—Operations Management & Quality**  
1. Review and learn vocabulary of Chapter 7  
2. Complete My Business Profile assessments; compose Commitment to Quality section of My Business Profile Report  
3. Meet with Study Partner for Review | Participate in WK 9 Discussion  
Complete CH07 Chapter Quiz  
Download resources for My Business Profile report |
| 10   | OCT 14 to OCT 20 | **Read Chapter 8—Employee Behavior & Motivation**  
1. Review and learn vocabulary of Chapter 8  
2. Complete My Business Profile assessments and compose the Personality & Motivation section of My Business Profile Report  
3. Meet with Study Partner for Review | Participate in WK 10 Discussion  
Complete CH08 Chapter Quiz  
Download resources for My Business Profile report |
| 11   | OCT 21 to OCT 27 | **Read Chapter 9—Leadership & Decision Making**  
1. Review and learn vocabulary of Chapter 9  
2. Complete My Business Profile assessments and compose Leadership & Decision-making Styles section of My Business Profile Report  
3. Meet with Study Partner for Review | Participate in WK11 Discussion  
Complete CH09 Chapter Quiz  
Download resources for My Business Profile report |
| 12   | OCT 28 to NOV 3 | **Read Chapter 10—Human Resource Management**  
1. Review and learn vocabulary of Chapter 10  
2. Complete My Business Profile assessments and compose Commitment to Quality section of My Business Profile Report  
3. Meet with Study Partner for Review | Complete Course Evaluation in BANNER  
Participate in WK 12 Discussion  
Complete CH10 Chapter Quiz |
| 13   | NOV 4 to NOV 10 | **Read Chapter 11—Marketing Processes and Consumer Behavior**  
1. Review and learn vocabulary of Chapter 11  
2. Complete My Business Profile assessments and compose the Marketing & Me section of My Business Profile Report  
3. Meet with Study Partner for Review | Complete Course Evaluation in BANNER  
Participate in WK 13 Discussion  
Complete CH11 Chapter Quiz  
Download resources for My Business Profile report |
| 14   | NOV 11 to NOV 17 | **Read Chapter 15—Understanding Money and Banking**  
1. Review and learn vocabulary of Chapter 15  
2. Complete My Business Profile assessments and compose the Money & Me section of My Business Profile Report  
3. Prepare My Business Profile report for submission  
4. Meet with Study Partner for Review | Participate in WK 14 Discussion  
Complete CH15 Chapter Quiz  
Download resources for My Business Profile report |
WEEK | DATES | PRIOR TO CLASS: | IN D2L
--- | --- | --- | ---
15 | NOV 25 to DEC 1 | *Read Chapter 16—Securities and Investments*
1. Review and learn vocabulary of Chapter 16
2. Complete My Business Profile assessments and compose Commitment to Quality section of My Business Profile Report
3. Meet with Study Partner for Review | • Participate in WK 15 Discussion
• Complete CH16 Chapter Quiz
• **Complete** Course Evaluation
• **Submit** Part 2 of My Business Profile Report by DEC 1st

16 | Thurs DEC 5 7:15 – 9:15 PM | **FINAL EXAM** Review Chapters 7-11, 15 & 16
*Thursday, December 5: 7:15pm-9:15pm* | • **Complete** Final Exam on campus or in a Testing Center

**PROJECTS FOR THIS COURSE**

**EXAMS (50%)**

Mid-term and Final exams will be given to test the student’s retention of course content and ability to apply/use knowledge acquired. Exams for this course will mainly be in multiple choice and essay format. The Mid-term Exam must be completed on OCT 2nd. The Final Exam must be completed on Thurs., DEC 5th @ 7:15 PM.

**MY BUSINESS PROFILE (20%)**

Students will work individually to complete various questionnaires, surveys, and assessments to identify specific areas of personal strengths relevant to business professionals. From the completed assessment or questionnaire, the student will analyze the results and compose a summary report identifying their own profile as a business professional. Survey/Assessments will be located in **D2L** or linked in **D2L** to the online version.

The My Business Profile report will be submitted twice during the semester (Part 1 and Part 2). The assignment is a report, not a list or a group of bullet points. The report will be submitted in two segments: Part 1 due in WEEK 8 and Part 2 due in WEEK 15. Part 1 and Part 2 of the report must be typed (created in WORD) using a 12-point *Times New Roman* font, double-spaced with a one-inch margin standard and from five to seven (5 – 7) pages of content (i.e., blank spaces are not counted as part of the 5 – 7 page requirement).

The Business Profile report should include
1. The title of the assessment or questionnaire,
2. The student’s individual score or results,
3. Interpretation of the results, and
4. The unique significance of those results in the realm of business, either as an entrepreneur or a corporate manager.

Reports should be specific and succinct and display the student’s comprehension of the assessment results and impact on the student’s distinctive business profile and contributions. Assessments and questionnaires should NOT be attached to the report; rather, the student should retain for future references.

**Part 1** of the Business Profile Report is due WEEK 8 and no later than OCT 6th and will include analyses of these surveys: Ethics Survey (select one), Entrepreneur’s Risk Assessment, “Are You an Entrepreneur?”, Desire to Succeed, What Motivates You?, “What Are Your Cultural Attitudes?”, Seven Habits Profile, and Preferred Organizational Culture.
Part 2 of the Business Profile Report is due **WEEK 15** and no later than **DEC 1st** and will include these surveys: Perspective Taking; Locus of Control; IPIP-NEO (Motivation & Personality); Big Five Personality Inventory; My Decision-Making Style; Leadership Style; Marketing as a Profession; Sales as a Career; What Kind of Spender are You, and, finally, Investor Instincts.

**WEEKLY DISCUSSION (20%)**

It is critical that students participate in **WEEK ONE** Discussion Forum as that is how attendance will be taken. Failure to post in the WEEK ONE forum will result in the student deemed absent and the Registrar will drop the student from the course.

Beginning in **WEEK ONE**, the student will engage in conversations with classmates on relevant and specific business topics studied during the week. These conversations will take place in **D2L** and may be accessed Weekly menu from the course homepage. Each student will contribute two or more posts to the conversation over the 7-day course week. Each week on Monday mornings a new discussion topic will be opened and available for your contributions through Sunday evening (11:59 p.m.).

The student’s first post of the week should occur by **Wednesday evenings** (11:59 p.m.) and should be a response to the question or topic of the week’s Discussion assignment. Another post should occur **later in the week**, Thursday through Sunday (11:59 p.m.) after reading the contributions of other conversation participants. The second post of the week should be a response or challenge or additional information to a fellow student’s contribution to the conversation. Posts should be between **200-225 words each**. To serve as a gauge, these three paragraphs contain 226 words. To conduct a word count in WORD, highlight the words to be counted and select “Tools” then “Word Count.”

**IMPORTANT NOTE**: “Discussion” is defined as an ongoing, two-way conversation. Discussion is **NOT** a data-dump. Discussion does not occur when someone enters the room and dumps a bunch of information and then leaves the room without acknowledging or listening or responding to other participants in the conversation. Two-way means both speaking and listening. Thus, the Discussion assignment will be evaluated based on the student’s timeliness of contributions, depth and breadth of response to the Discussion question, and level of engagement in the online conversation.

**Avoid value responses** to a colleague’s post—things like “good post,” or “I agree.” These comments, while nice, add little to the business discussion. Comments like that should be emailed to the colleague as an encouragement. Also, **avoid personal conversations** that would be more appropriate in an email than in a public discussion forum.

Discussion assignments occur each week of the semester **except** WEEK EIGHT, and WEEK SIXTEEN.

**WEEKLY CHAPTER QUIZZES (10%)**

Beginning in **Week Two**, the student will complete a weekly quiz over the chapter studied during the week. Chapter Quizzes will be in **D2L** and may be accessed through the weekly menu on the course homepage menu. These Chapter Quizzes will also serve as study guides for the Mid-term and Final Exams. **No provisions are made for late submissions of Week Chapter Quizzes.**

The student is encouraged to not wait until the last minute of the week (Sunday evening) to attempt the quiz as often **D2L** tech support runs a system backup or maintenance on Sunday afternoons and evenings.