



BA 1100.HON “Business Basics” Course Syllabus Fall 2013, JSOM 2.801

Course Information

BA 1100.HON Business Basics, Fall 2013, 9 a.m. – 9:50 a.m., JSOM 2.801

Professor Contact Information

Caryn Berardi, 972-883-5865, caryn.berardi@utdallas.edu

Office Location: JSOM 4.228

Office Hours: Officially, Tuesdays and Thursdays, 1 p.m. – 3 p.m. But feel free to make an appointment for another time or to stop by!

Course Pre-requisites, Co-requisites, and/or Other Restrictions

None

Course Description

This course is an introduction to the study of business, with a focus on basic fundamentals, as well as exposure to each of the business disciplines. Students will be introduced to the functional areas of business, learn about social entrepreneurship, begin to plan their business careers, and present a simple business plan. Required for all freshmen Naveen Jindal School of Management majors; open to all non-School of Management majors. Co-requisite: UNIV 1010

Welcome to BA 1100, Business Basics! This course plays two important roles in your UTD experience. First, the course will introduce you to the various disciplines in business with a particular emphasis on helping you begin to develop the skills and attitudes that you will carry through to your future business work life, as well as the writing, speaking, and teamwork skills necessary to be successful as a student and professional.

The second purpose of this course is to introduce you to the Jindal School of Management and our nationally-recognized approach to undergraduate business education. In this course you will learn that our standards – both for you and for ourselves - are high. You will learn that the Jindal community values your attitude and commitment to hard work as much as we value your intellect. This is especially true for honors students, who are looked to as leaders in the school, on campus, and in the community.

You will find that we won't let you take a 'drive thru' approach to your education. We will push you to try new things and to embrace the opportunities you have as a college student to stretch, fail, and learn. The message you will take from this class is that, even though your UTD journey is going to be challenging, everyone who works in the Jindal building is here to support you and wants to help you get where you want to go. Are you ready to take the first step?

Student Learning Objectives/Outcomes

1. Students will build a basis in written and oral professional communications.
 2. Students will explore the academic disciplines within business.
 3. Students will be able to develop a basic business plan.
 4. Students will develop a commitment to university citizenship.
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Required Textbooks and Materials

Start Something That Matters, Blake Mycoskie, Spiegel & Grau, 2011

Various articles and case studies (to be distributed in class or on eLearning)

Suggested Course Materials

Business-related blogs, websites and periodicals to help you stay current with current events (see list of blogs at end of syllabus)

Tentative Course Schedule and Assignments

Assignments and timelines could change based on the natural flow of the class, including additional readings or videos to prepare for class. Changes will be announced in class and on eLearning and the student is responsible for being aware of these changes.

Week:	Topic	Reading	Assignment Due
August 27	Introduction to course and syllabus		
September 3	What is Business? Exploring Business at JSOM	SSTM Chapter 1 and supplemental readings	Submit chosen blog you will be following
September 10	The Story of Business	SSTM Chapters 2 and 3; Supplemental readings: Airbnb article and <i>Conscious Capitalism</i> , Ch. 3	
September 17	Personality Types and Business	Take Myers Brigg Type Indicator Assessment and read about type: http://www.humanmetrics.com/cgi-win/JungType.htm	Deadline: 1 st Blog Response Due (submit on eLearning)
September 24	Expert Speeches		
October 1	Expert Speeches		

October 8	Career Center Guest Speaker: Neil Johnson – Resumes and Career Works	Resume templates and writing guide from CMC	<i>Bring a draft of your resume to take notes on</i>
October 15	Introducing the Business Plan/Business Strategies	SSTM Chapters 4 and 5	Executive Summary Due
October 22	Ethical Leadership	SSTM Chapter 6 and case study	Resume Due Deadline: 2 nd Blog Response (submit on eLearning)
October 29	Guest Speaker: Jeremy Gregg, UTD EMBA alum and Chief Development Officer for the Prison Entrepreneurship Program (PEP)	Watch PEP TED Talk: http://www.youtube.com/watch?v=iGpDG_aMciQ	
November 5 (Election Day)	Issues in Management: Keeping customers and employees happy	TNT Case Study and supplemental articles	
November 12	The Future of Business	SSTM Chapter 7	
November 19	Class wrap-up/concepts review	SSTM Chapter 8	Deadline: 3 rd Blog Response (submit on eLearning)
November 26	No Class!	Fall Break!	Happy Thanksgiving!
December 3	Group Presentations		Group Presentation: <u>ALL</u> written business plans due
December 10	Group Presentations		

Grading Policy

Grade Component	Weight
UNIV 1010	20%
Final Group Project	20%
Executive Summary	15%
Blog/Journal Assignments	15%

Expert Speech	10%
Resume	10%
Event Attendance	10%
	100%

Grading Scale

Percentage of Points Earned	Letter Equivalent
90-100	A
89	A-
86-88	B+
80-85	B
79	B-
76-78	C+
71-75	C
70	C-
69	D+
66-68	D
65	D-
Less than 65%	F

Course & Instructor Policies

Attendance

Class attendance is **mandatory**. Each student is allowed **one** absence. Each additional class absence will result in a 5 point reduction from your course grade. If you are more than 10 minutes late for class, it counts as an absence. It is your responsibility to sign the sign-in sheet!

If you need to miss class for a UT Dallas competitive event or religious holiday, you must notify the professor before the scheduled class. Read more about missing class for religious holidays here: <http://coursebook.utdallas.edu/syllabus-policies/>. For competitive events, please follow UT Dallas policy and have the proper documentation provided in advance.

Late Work and Extra Credit

No late work is accepted and no extra credit will be granted to make up missed work. Exceptions for emergencies will be granted at the discretion of the professor.

Scholastic Dishonesty

The penalty for instances of academic dishonesty will be a minimum of a grade of zero for the assignment. You can read more about the university academic integrity policies here: <http://coursebook.utdallas.edu/syllabus-policies/>.

Class Communication

All communication for this class will be done through eLearning and your UT Dallas email account. It is your responsibility to check both places for class updates.

Class Participation

This class is meant to be engaging and interactive and a chance to get to know your fellow DMHP peers! It is expected that you will be an active participant in the class. Please refrain from texting or surfing the internet while in class. It is disrespectful to the professor and to your fellow classmates.

Above all, have fun in this class! Be open to personal and professional development and to all of the college opportunities awaiting you! My door is always open for any questions, concerns, highs or lows that you would like to discuss.

Assignments

Expert Speech (10%)

You will present a 1½ – 2 minute speech about a topic for which you are an “expert.” More details will be provided in class.

Resume (10%)

You will create and turn in a professional resume. Sample resumes will be provided.

Executive Summary (15%)

You will be required to prepare an Executive Summary of an assigned topic. More details will be provided in class.

Blog Responses (15%)

You will be asked to choose a business-related blog to follow and write a brief response to three posts on that blog throughout the semester. A list of blogs to choose from will be provided or you can find one on your own.

Group Project (20%)

Each group will develop and present a business plan for a socially responsible product or service. You will research your target market, design your product or service and price it. Then you will explain how you will advertise and distribute it. You will be provided with a template for the plan.

Event Attendance (10%)

You are required to attend the following:

- JSOM Student Organization Fair (TBD)
- JSOM Study Abroad Fair (TBD)

You will need to **sign in** for each event to obtain credit for attendance. It is your responsibility to sign in. Otherwise, you will not receive credit for fulfilling this requirement.

Off-campus Instruction and Course Activities

Below is a description of any travel and/or risk-related activity associated with this course.

UT Dallas Syllabus Policies and Procedures

The information contained in the following link constitutes the University's policies and procedures segment of the course syllabus. You are responsible for reading and complying with these policies, which include:

- Technical Support
- Field Trip Policies, Off-Campus Instruction and Course Activities
- Student Conduct and Discipline
- Academic Integrity
- Copyright Notice
- Email Use
- Class Attendance
- Withdrawal from Class
- Student Grievance Procedures
- Incomplete Grade Policy
- Disability Services
- Religious Holy Days
- Avoiding Plagiarism
- Resources to Help You Succeed

Please go to <http://go.utdallas.edu/syllabus-policies> for these policies.

The descriptions and timelines contained in this syllabus are subject to change at the discretion of the Professor.