

Course Syllabus

Course Information

BA 1100 Business Basics

Professor Contact Information

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

None

Course Description

This course is an introduction to the study of business, with 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 freshman 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 developing the skills and attitudes that you will carry through your future business work life, but also with writing, speaking, and teamwork.

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. 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.

Required Textbooks and Materials

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

Assignments & Academic Calendar

Week:	Topic	Reading	Assignment Due
8/28	Intro – Business Soft Skills	Chapter 1	
9/4	Week off!		
9/11	History of Business	TED Talk – Simon Sinek: Start with “Why?”	Business Idea Drafts Due
9/18	Business Models and SWOT	TED Talk – Malcolm Gladwell: Choice, happiness, and spaghetti sauce	
9/25	Strategy Intro	TED Talk – Seth Godin: The tribes we lead	Revised Business Idea Due
10/2	Social Media, Gamification, and Social Marketing	Chapters 2 & 3	Press Release Due
10/9	Big Data & Information systems	Chapter 5	Voting and Critical Assessment Due
10/16	Financial Statements	TOMS Shoes: Good Marketing – Bad Aid	Winning Business Ideas announced – groups submitted
10/23	Finance – Crowdfunding/ Crowdsourcing		
10/30	Supply Chain & 3D Printing		
11/6	HR – Tele-interviews and culture	Chapters 6 & 7	
11/13	Globalization		Resume Due
11/20	Group Work		
12/4	Presentations		Business Plan Power Point Due
12/11	Presentations		

Grading Policy

Grade Component	Weight
UNIV 1010	20%
Journal Entries	10%
Resume	5%
Google Glass	15%
Mock Press Release	15%
Group Presentation	15%
Quizzes	5%
Event attendance	10%
Community Service	5%
	100%

A+: 97 and up	A: 94-96	A-: 90-93
B+: 87-89	B: 84-86	B-: 80-83
C+: 77-79	C: 74-76	C-: 70-73
D+: 67-69	D: 64-66	D-: 60-63
F Below 60%		

Course & Instructor Policies

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.

Twenty percent of your course grade will come from UNIV 1010.

The penalty for instances of academic dishonesty will be a minimum of a grade of zero for the assignment.

Assignments

Resume

You will create a resume following a template and upload it into your CareerWorks account and to eLearning.

Journal Entries

You will write a total of 5 journal entries, relating to businesses in the news over the semester. Do not summarize your news story, instead write a reaction to why this news item is important in the

business world. Three of the five must be completed no later than 10/15/13. The remaining two journal entries can be completed by 12/10/13.

Google Glass Paper

You will write a 3-5 page reference paper (using MLA format) on the ethical issues involving Google Glass. Assignments referencing Wikipedia will receive an automatic grade of zero. You must use the library for sources. Your paper will be checked for plagiarism using turnitin.com through eLearning.

Mock Press Release

Each student will create an idea for a business. We will refine these, then vote on the best ideas in the class. The students submitting the winning ideas will become the team leaders for the group project.

Group Project

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

Quizzes

Periodically, we will have quizzes in class.

Event Attendance

You are required to attend the following (be sure to sign in to get credit):

- September – Study Abroad Fair
- October - Student Organization Carnival

Community Service

You must participate in a community service project. You may coordinate this through the Office of Student Volunteerism. You will provide proof of participation for credit towards your grade.

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.

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.