Course Syllabus

Course Information
BA 1100 Business Basics

Professor Contact Information

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Course Description
BA 1100 Business Basics (1 semester credit hour) 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. Corequisite: UNIV 1010.

Student Learning Objectives/Outcomes

1. Freshmen will be able to relate the core curriculum learning outcomes and degree program outcomes to the goal of being an educated individual in a democratic society after completion of their degree.
2. Freshmen will examine their own skills as an incoming university student through self-assessment: then compare their assessment to the skills necessary for success as university students including critical thinking skills, communication skills, teamwork skills, empirical and quantitative skills, and social and personal responsibility.
3. Freshmen will use new skills presented in the course as a roadmap to academic success.
4. Freshmen will be integrated into the university community.

Required Textbooks and Materials

The Adventures of Johnny Bunko, Daniel Pink

BusinessWeek ResourceCenter and Gallup StrengthsFinder (You will be automatically registered in both)

Assignments & Academic Calendar

Week	Small session	Large session	Pre-class Assignment[1]	Assignment due - See eLearning for specifics
8/22	Intro	Self-assessment #1		
8/29	Careers #1: Interests and Abilities	CMC & BIC		
9/5	No Class	No Class		• CLA+ Instructions and Sign Up • Complete Strengths Finder • Complete BusinessWeek Resourcecenter Assessment • Mindset • Grit • Risk Aversion
9/12	Academics #1: The Core Curriculum	Accounting		
9/19	Life Skills # 1: SMART(ER) Goal Setting	Finance		
9/26	Self-assessment #2	Gallup StrengthsFinder Speaker		Portfolio worksheet file #1 Due
10/3	Careers #2: Exploring Different Careers	Business Administration Part 1		
10/10	Academics #2: The Catalog – degrees and policies	ITSS		
10/17	Life Skills #2: Critical Thinking/Problem Solving	Business Administration Part 2		
10/24	TBD FYLs	Healthcare Management		
10/31	Careers #3: Integrating your Interests and Abilities to the Right Career	Marketing		Portfolio worksheet file #2 Due
11/7	Self-assessment #3	Global Business		
11/14	Academics #3: My degree plan	Supply Chain		
11/21	No Class	No Class		
11/28	Life Skills #3: Personal Finance	Business Administration Part 3		Final Portfolio Due
12/05	Portfolio Team presentations & feedback	Portfolio Team presentations & feedback		Team video due

Extra Credit Opportunities:
You may receive extra credit for events that you attend in addition to the 3 required.

Grading Policy

Assignments	
Portfolio	50%
Team Video	20%
Post-Class Journals	15%
Required Events	15%
	100%

A+: 97 and up[2]	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%		

[1] Worksheet if done prior to class, Ted talk to watch, BW article to read, etc.
[2] A+ language and creativity used

Failure to take the CLA+ will result in a grade of NC (No Credit) for UNIV 1010 and an Incomplete in BA1100. The incomplete and the repeat of UNIV1010 (taking the CLA+) must be accomplished within the first 8 weeks of the following spring semester.

The Portfolio

The Portfolio is a semester long project:

Students will complete a personalized portfolio that will include the following, at a minimum, integrating course materials, exercises, and lectures. **THE MORE YOU PUT INTO IT, THE MORE YOU WILL GET OUT OF IT!!**

1. Analysis of self-assessment tools, including the ALEKs, StrengthsFinder, Career Assessment from BusinessWeek Resourcecenter
    - Comparison of self to national and university averages
    - Examination of skills that the student possesses
    - Compare those skills with the skills necessary to complete the chosen degree and pursue the target career
    - Identify someone like you (a faculty or staff member, a mentor) and compare their success to your plans
    - Personal SWOT Analysis (Risk Aversion)
2. Analysis of the requirements for the chosen degree plan
    - Construct a 4 year plan
        - Include course sequencing and possible elective choices
        - Decide if a double major or a minor is appropriate
    - Identify areas were additional help may be needed (tutoring, SI, etc.)
    - What constitutes an optimum course schedule for you?
    - Identify the timing for additional learning opportunities such as internships, service learning and study abroad
    - How do your strengths align with your degree planning?
3. Analysis of various possible career paths that may follow from the chosen degree plan
    - Research dream careers, safe careers
    - Map 3 career paths right out of college
    - What are the requirements for the first job in the career path? What will you need to have accomplished to reach your dream job?
4. Analysis of life skills
    - Personal financial planning
        - Estimate the cost of your undergraduate degree
        - Estimate your potential earning from your target career
    - Goal setting
        - Explain how you set goals
        - Who is involved?
        - How do you measure achievement?
    - Engagement/Making a difference
        - Student organization memberships
        - Community service
    - Stress Management
        - What are your pressure points?
        - How do you relieve stress?
    - Persistence/Project completion
        - What could stop you from completing a project?
        - What are your time management habits? How can you improve them?
5. Community Service
    - Each student is required to participate in community service. You will write a 1-3 page paper describing why you chose this community service project, and what personal lessons and business lessons you learned from it. Include this in your portfolio. You may do your community service alone or in a group, but the paper is individual.

Each portfolio will be individualized to each student. The format is up to you – it could be a written document, spreadsheets, a visualization, etc. but you must upload it to eLearning.

The expectation is that each student will go through the entire analysis process, deciding which elements of university and school resources fit with the student's strengths and academic profile and plan that will result in the necessary life skills for their chosen career. Possible pitfalls should be identified, as well as alternative opportunities. Pretend that you are looking back 5 years after graduation – from that perspective, how would you be making decisions about your academics, improving

your strengths, identifying your career path, and developing life skills. Tell your story, his cannot be a set up unconnected worksheets.

Portfolio milestones:

Every 3 weeks for 2 submissions, students will submit a folder containing their work product toward the portfolio project for feedback, (using rubrics based on the class sessions during that period of time).

Teamwork element:

The last week of classes, students will work in teams. Each student will present their portfolio to their team members. Team members will then provide feedback (using a rubric) to each student. Students will then complete an analysis of the team experience (using a rubric).

The Degree Video Team Project

Student teams will create a video to be uploaded to eLearning the last week of classes. This video will be a depiction of the team's chosen undergraduate degree:

Imagine that your friend's roommate comes to you and says: "I hear you are majoring in X, can you explain what that means? How is it different from a major in Y?"

Now work as a team to explain the degree itself and compared to another degree. The content of the video as well as the evidence of teamwork will be assessed for your grade.

Bloomberg Business Week

The Jindal School of Management is partnering with *Bloomberg Businessweek*, to bring you news and editorial coverage plus a wealth of resources to enhance your business studies and prepare for your career ahead.

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Soon you will receive the first digital copy of your weekly subscription to *Bloomberg Businessweek* magazine **delivered to your email**. For instructions on how to get started, visit http://resourcecenter.businessweek.com/start.

Student Resource Center Tools

- **Browse Readings**; by Discipline/Topic, Sectors, Regions, and Competencies
- **Your Strategy**; Career strategies covering topics such as personal branding, professional networking, key interview skills and more!
- **Career Assessment**; a 15-minute assessment and custom report to help you identify your strengths, challenges, priorities, and motivators.
- **Career Secrets**; Audio access to New York Times best-seller, Secrets of the Young & Successful.
- **Go Marketplace**; Find opportunities around the world ranging from internships to full time positions.

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Post-Class Journals

Students are required to complete five journals during the semester.

Four of the journals will be as follows, by choosing any 4 of the program director presentations:

During each lab hour, students will have an opportunity to hear from Program Directors about their field. Students should find a Bloomberg Businessweek article about that field of study, integrate it with the information gained from the Program Director's presentation, and compose a 250 word response. These journals should be submitted on eLearning within 24 hours of that Program Director's presentation.

The fifth journal will be related to the Johnny Bunko book.

All journals are to be completed by the week of November 14th.

Required Event Attendance:

Students are required to attend three out of the following events. Two of these events must be completed by the end of October.

- **REQUIRED:** Career Management Center Event by the end of October
- Dean's Cup – Tuesday, August 30 @ 6pm – Davidson Auditorium
- Library Session – Tuesday, September 6 @ 4-5pm – Davidson Auditorium
- Meet The Dean – Wednesday, September 21 @ 5:30pm – Davidson Auditorium
- Study Abroad Fair – Tuesday, October 4 @ 4-7pm Come & Go – UG Lounge
- Business Idea Competition Kick Off Event – September 7th –Time & Location TBD
- Diversity Training - TBD

Course & Instructor Policies
No late work will be accepted.

The minimum sanction for scholastic dishonesty is a zero on the assignment.
Attendance Policy – Attendance is mandatory. This is your course. Your input will determine your outcomes. Two absences are permitted. Beyond that, each absence will result in a grade penalty of 5 points on a 100 point scale of your final course grade.

Tardiness Policy: The sign-in sheet will be picked up by the professor 10 minutes into the course. Tardies beyond the first 10 minutes of class count as absences. Anyone who signs in for another student will receive an automatic grade of 'F'.

Comet Creed
This creed was voted on by the UT Dallas student body in 2014. It is a standard that Comets choose to live by and encourage others to do the same:

"As a Comet, I pledge honesty, integrity, and service in all that I do."

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.