

9-2014

## BGEN 105S.01: Introduction to Business

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## BGEN 105 Introduction to Business

**Professor Jerry Furniss - Fall 2014**

(12:40-2:00 on Mondays and Wednesdays in GBB 106)

**Professor Furniss' Contact Info and Office Hours:** Open Office Hours- 10:00 -11:00 (Monday, and Wednesday). With open office hours on these two days, no appointment is needed. Just walk in and we can meet as needed.

In addition, I am generally available throughout each day. Stop by at your convenience. Please call me at my office if you need to contact me: 243-2062, or call me on my cell: 406-360-7847. And, feel free to email me on classroom, advising or career matters. If my open office hours change, I will post the changes on Moodle.

Professor Jerry Furniss' Office is GBB 365; email [jerry.furniss@umontana.edu](mailto:jerry.furniss@umontana.edu) ; office phone- 243-2062; home phone- 728-5349; cell phone 406-360-7847.

**Grading Assistant's Contact Info:** Professor Furniss' grading assistant, Matilynn, is your first contact in terms of upcoming assignments, postings on Moodle, etc. Matilynn's open office hours are posted outside Professor Furniss' office door for your convenience. Her office hours are: Monday: 3:10pm to 4:10pm, Wednesday: 3:10pm to 5:10pm, Tuesday/Thursday: 3:40pm to 5:40pm and Friday: 11 to 1pm.

Her email is: [matilynn.hendrickson@umconnect.umt.edu](mailto:matilynn.hendrickson@umconnect.umt.edu) .

### Course Overview

BGEN 105 Introduction to Business is a freshman level 3 credit hour course offered in the School of Business Administration to both majors and non-majors and is designed to provide a broad overview of business. The course is designed to be consistent with The University of Montana School of Business Administration's (SoBA's) mission and Assessment and Assurance of Learning Standards. BGEN 105 is also eligible for University of Montana Perspectives Credit- Perspective 4- Social Sciences (S).

**UM Equal Access Policy Statement:** The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students (DSS). If you think you may have a disability adversely affecting your academic performance, and you have not already registered with DSS, please contact DSS in Lommasson 154. I will work with you and DSS to provide an appropriate accommodation.

**School of Business Administration/Mission Statement:** The University of Montana's School of Business Administration is a collegial learning community dedicated to the teaching, exploration, and application of the knowledge and skills necessary to succeed in a competitive marketplace.

**School of Business Administration/Assessment and Assurance of Learning:** As part of our assessment process and assurance-of-learning standards, the School of Business Administration has adopted five learning goals for our undergraduate students:

- **Learning Goal 1** – SoBA graduates will possess fundamental business knowledge/integrated business knowledge.
- **Learning Goal 2** – SoBA graduates will demonstrate communication skills.
- **Learning Goal 3** – SoBA graduates will possess problem solving skills/creative thinking skills.
- **Learning Goal 4** – SoBA graduates will have an ethical awareness and demonstrate ethical decision making.
- **Learning Goal 5** – SoBA graduates will demonstrate the use of technological skills for communication and problem solving.

BGEN 105 Introduction to Business is a freshman level 3 credit hour course offered in the School of Business Administration to both majors and non-majors and is designed to provide a broad overview of business. The course is designed to be consistent with The University of Montana School of Business Administration's mission and Assessment and Assurance of Learning Standards and is designed to study business as a social mechanism.

**Course Description:** This course will cover through lecture, readings, use of data sets, business simulations, guest presentations, interactive classroom student involvement, and student presentation the:

- nature of the business enterprise;
- business as a social institution;
- evolution of business in the U.S.;
- impact of the development of technology, and the Internet on business theory;
- theory behind and description of newly evolving technology based social networking, and peer to peer interactions, and the implications for business and society;
- comparative business systems of different world economies;
- role of business in society;
- economic theory and how it impacts business processes in the U.S. and abroad;
- environmental and global challenges facing business;
- current business management practices and issues;
- legal and ethical framework and issues that face businesses;
- application of business principles to non-profits;
- business decision making and problem solving under conditions of uncertainty;
- career strategies and opportunities in business.

**Course Objectives:** This course will provide a broad coverage of subject matter topics related to business, require students to do basic research of business topics, prepare students for the next step of their education by enhancing their ability to ask complex questions and discover possible answers, engage students in ethical dilemmas faced by businesses, take students through the socio-economic development of business in the U.S., expose students to major social and economic theories that impact the development and change to business processes, provide data and research on how and why business processes are changing, provide a foundation, through the use of research studies,

group versus individual buying behavior, review the trends in Web 2.0 and social networking, particularly how they impact the evolution of business models, and expose students to the international dimensions of business, with particular emphases on comparative business models used across developed and undeveloped economies.

Lastly, students will better understand business career options, the role of service and leadership in society and career advancement, and will more fully develop a mindset of continuous improvement through lifelong learning.

### Required Course Materials:

- 1) **Purchase Access Code Bundle at UM Bookstore. (Required) (Registration instructions discussed in class and posted on Moodle.)**
  - a. **You are required to purchase an Access Code Bundle for this class at the UM Bookstore. The bundle contains three Access Codes and is contained in one shrink-wrapped package.** One of the codes will give you access to **MyBizLab**, the second code will give you access to **Entrepreneur** (an online business simulation found on the [www.Interpretive.com](http://www.Interpretive.com) website), and the third code will provide access to **TopHat Monocle** ( interactive classroom software used on an electron device of your choice- smartphone, laptop, regular cell phone, and/or tablet, found on [www.TopHatMonocle.com](http://www.TopHatMonocle.com) ). **Online access to MyBizLab and Entrepreneur (published by Interpretive) is a mandatory part of this course. Without access to these electronic, online resources it is impossible to participate in this course. To purchase the access code bundle you will need to tell the cashier at the bookstore that you are in BGEN 105 Introduction to Business and need to purchase the course bundle of access codes.**
  - b. I will walk you through signing up for MyBizLab using your access code in class and will also post instructions on Moodle. Once successfully logged in, you will be given the option of purchasing a hard copy of the textbook. The hard copy text is not necessary, since the text is available as an etext through your MyBizLab subscription. However, depending on your preferences, you may want to purchase a hard copy and you do that on the MyBizLab website.  
  
You need to save the access code for the Entrepreneur simulation so that you can register for the Entrepreneur simulation once you receive an invitation from Interpretive. I will make further announcements about this in class.) **Without access to this simulation, is it not possible to participate in this course.**
  - c. Therefore, **your first requirement is to purchase this access code bundle at the UM Bookstore and bring it to class ASAP** so that I can answer any questions about accessing these required online resources.

**Warning:** The UM Bookstore can't take returns on access codes once they have been opened. So make sure that you are taking the class before you open the bundle of codes.

- 2) **Top Hat Monocle (Required)** (The access code for Top Hat Monocle is part of the bundle you purchase at the UM Bookstore as described above.) In order to receive attendance and participation credits, you must use the Top Hat Monocle on your

laptop/smartphone/regular cell phone/ or tablet in class. **Without access to the Top Hat Monocle cloud-based software that can be registered in your name, is it not possible to participate in this course.**

- 3) **Current Issues in Business** by Professors Michael Harrington and Jerry Furniss **(Required) (Not available at the UM Bookstore- order online.)** See ordering instructions immediately below:

### CURRENT ISSUES IN BUSINESS

The required book for my **BGEN 105** course, **Current Issues in Business**, is published and distributed by Cognella, Inc. The book is now available for purchase through their student e-commerce store (<https://students.universityreaders.com/store/>)

I have carefully crafted this book to provide you with the best learning experience. Please purchase it ASAP to stay on top of your readings. Doing so will help you be successful in this class.

Print Price: \$70.95

The book includes readings that we will use in class daily, so you should purchase your own copy. Also, please keep in mind that our institution adheres to copyright law, so any copyrighted material should not be copied or duplicated in any manner.

When you purchase your book online, you will receive immediate access to your own partial e-book (FREE 30% PDF) from within your student account.

To purchase the textbook, please follow the instructions below:

Step 1: Log on to <https://students.universityreaders.com/store> .

Step 2: Create an account or log in if you have an existing account to purchase.

Step 3: Easy-to-follow instructions guide you through the rest of the ordering process. Payment can be made by all major credit cards.

Step 4: After purchasing, you can access your FREE 30% PDF by logging into your account and clicking My Digital Materials to get started on your readings right away.

If you experience any difficulties, please email [orders@cognella.com](mailto:orders@cognella.com) or call **800.200.3908 ext. 503**.

***Warning: Order the Current Issues in Business immediately so that you have time to receive the textbook before your first assignment is due. Failure to acquire this set of readings ASAP will result in your inability to complete assignments in a timely manner.***

**UM Email Rules:** Based on The University of Montana policy, students must use their GrizMail accounts ([netid@grizmail.umt.edu](mailto:netid@grizmail.umt.edu) or [fname.lname@umontana.edu](mailto:fname.lname@umontana.edu) ) to communicate with me or my assistants. The umontana address is automatically forwarded to the GrizMail address. (Because of this university policy, we cannot respond to other emails sent by you. For instance, if you send us an email using hotmail or gmail, we will respond by asking you to resend your email via your umontana account.)

**Moodle Course Management System:** In order **to receive your test, quiz and assignment scores, access to your simulation software, and critical course information (assignments, announcements, current lecture slides etc.), you must access your Moodle course management site via the Internet.** You should get into the habit of checking the internet-based Moodle system before each class and between classes on a regular basis. **Get logged into Moodle no later than the first week of classes.**

**Finding Moodle:** You may reach the Moodle login page from the School of Business Administration's Website at <https://moodle.umt.edu/login/index.php>

**Problems With Moodle?** Talk to the Student Lab monitors in the Gallagher Business Building (Computer Lab on the 2nd floor).

**MyBizLab:** MyBizLab provides access to the electronic e-text, which you must have access to so that you can read about course topics. Additionally, MyBizLab contains assignments, short quizzes, and exercises that must be completed by specified due dates. **The MyBizLab assignments are worth a possible 250 points.**

**Entrepreneur.** You will be to participate in the business simulation Entrepreneur, published by Interpretive (www.interpretive.com). The details of the simulation will be posted on Moodle and discussed in class. Please use the access code provided in the Access Code Bundle purchased from the UM Bookstore to register with Interpretive, the simulation publisher, once you receive an invitation from them. **The Entrepreneur simulation project is worth a possible 100 points.**

NOTE: Access Codes for both the **MyBizLab, TopHat Monocle,** and the online simulation **Entrepreneur** are **bundled together** as package and **must be purchased from the UM bookstore** for this course (BGEN 105 Introduction to Business).

**TopHat Monocle In-class Participation:** Your class attendance is crucial to your success in this course. Be prepared to use the TopHat Monocle software on your laptop/smartphone/cell phone/tablet class each day (other than exam days). **In-class participation with this interactive software is worth a possible 100 points.**

**Current Issues in Business Readings and Critical Analyses:** You will be assigned readings from Current Issues in Business. In addition, you will be required to respond to selected questions associated with each assigned reading. The readings and related questions will be posted on Moodle and announced in class. The required readings will be tested over on your exams and you will be expected to be prepared to answer questions in class relative to each assigned reading. **Your Current Issues in Business assignments are in total worth a possible 100 points.**

**Bonus Points Opportunity:** You will also be given the opportunity to read and write about additional articles from *Current Issues in Business* or from articles or issues presented in class (such as the "triple bottom line" bonus assignment posted on Moodle) in order to earn bonus points. These opportunities will be announced in class and posted on Moodle. **These additional opportunities are available for up to an extra 50 points, over and above the total possible 1000 points in this course.** Do not ask for any other makeup opportunities.

**Exams:** Three examinations will be given. (There is no final exam in this course.) **Each exam** will be worth a possible **150 points**. The exams *will not be cumulative*. **The examinations may cover lectures, guest presentations, class discussions, the e-text, videos, Entrepreneur simulation information, readings from *Current Issues in Business*, MyBizLab assignments, and any handouts.** **Any of the three exams missed during the semester will be made up on Monday December 8<sup>th</sup>, 2014 at 12:00 (noon) in GBB 106.** No need to let us know that you missed an exam- just show up and we will have a makeup exam available for you.

- **Exam # 1: TBA**
- **Exam # 2: TBA**
- **Exam # 3: Wednesday December 3<sup>rd</sup>**

**Makeup Exams:** Makeup exams will be given for any missed exams (Exams 1, 2, and/or 3) on **Monday, December 8<sup>th</sup>, 2014** during finals week at **12:00 (noon)** in **GBB 106**. – please be prompt!

**Official Absences:** Official absences will be excused for missed assignment hand in dates, in-class clicker participation, exams, and other required course activity. Please email my grader (and copy me on the email), with your University recognized “Official Excuse” as soon as possible after the missed event in order to receive an extension or credit, where appropriate.

#### **Total Possible Course Points**

Exam 1	150 points possible
Exam 2	150 points possible
Exam 3	150 points possible
<i>MyBizLab</i> Online Activities	250 points possible
TopHat Monocle/Classroom Participation	100 points possible
<i>Entrepreneur</i> Simulation	100 points possible
<i>Current Issues in Business</i> Critical Analyses Assignments	100 points possible
<b>Total Possible Points:</b>	<b>1000 total points possible</b>

Bonus Points Additional Readings/Assignments	50 points possible
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**Grades:** Your final course letter grade (A, B, C, D, F) will be determined by applying the following: (900 points or more = A) (800 points-899 points= B) (700 points-799 points = C) (600 points- 699 points = D) (599 points or less = F). I do not use plus or minus letter grade scoring. In other words, your final letter grade will be an A, B, C, D, F. I will not assign A+ or A-, B+, B-, etc.

**Posting Grades:** Your scores will be posted on Moodle as SOON AS IS POSSIBLE after the exams, quizzes or assignment due dates. WE WILL ATTEMPT TO HAVE YOUR EXAM SCORES POSTED BY 5 PM OF THE DAY FOLLOWING THE EXAM. **The posting of assignments and clicker participation will lag at least 2 weeks** due to the large data input task. Any questions regarding when items will be posted to Moodle or potential posting errors should first be directed to my grading assistant.

**Important Note About Classroom Behavior:** Students must sit towards the front of the lecture hall before filling up the seats in the back of the room. Texting, using your laptops or phones to surf Facebook or the Internet, video gaming etc. will not be tolerated in the classroom. Please do not use your devices during class unless you are: 1) taking notes on them, or 2) interacting with me through TopHatMonocle. **(If you are taking notes on your device, you must sit within the first 4 rows of front of the lecture room.)** If called out in class, you will be reported as absent and will be asked to leave the class. Your instructors and guest speakers commit time, travel and energy to teach and they should be accorded due respect. If caught a second time, you will be asked to leave class with a lower grade received, and infractions will result in class suspension and a failing grade. **However, using your devices for TopHatMonocle classroom participation is required, but only use it when I have asked you to interact with me using TopHatMonocle.**

## University Calendar Fall 2014

Monday, August 25	Autumn Semester Classes Begin
Monday, September 1	Labor Day – No Classes, Offices Closed
Tuesday, November 4	Election Day – No Classes, Offices Closed
Tuesday, November 11	Veterans Day – No Classes, Offices Closed
Wednesday, November 26	Student Travel Day – No Classes
Thursday-Friday, November 27-28	Thanksgiving Break – No Classes, Offices Closed
Friday, December 5	Last Day of Regular Classes



## BGEN 105 Introduction to Business Course Outline Topical Overview

- **Business Overview**
- **Business as a Social Mechanism**
- **Business Ethics and Social Responsibility**
- **Sustainable Enterprise- The Triple Bottom Line**
- **Economic Theory**
  - Comparative Economic and Business Models in a Global Economy
- **Competing Globally**
- **Starting and Growing Your Business**
- **Organizing Businesses and Non-profits**
  - Legal Issues
  - Practical Considerations
  - Hybrid Business Models
    - Description and Evolution
    - Social and Economic Theory Behind Their Development and Growth
- **Entrepreneurship**
  - Characteristics
  - Comparative Behavioral Differences Between Managers and Entrepreneurs
- **E-Commerce**
  - Social Changes
  - Web 2.0
  - Evolution of Related Business Models
- **Management**
  - Empowering People to Achieve Business Objectives
  - Management Principles and Leadership
  - Individual Behavior versus Group Dynamics
  - Human Resource Management, Motivation, Labor Management Relations
  - Production and Operations Management
  - Trends in the Management Pyramid and Processes Brought About Because of Economic and Social Changes
- **Marketing**
  - Marketing and the Consumer, Consumer Behavior
  - Product and Distribution Issues
  - Promotion and Pricing Issues
  - The Rise of Viral Marketing, Peer to Peer Activity, Crowdfunding, and Other Paradigm Shifting Social Behavior
- **Managing Technology and Information**
  - Using Technology to Manage Businesses and Information
  - Understanding The Changes to Business Models Based on Technology Enhancements, Social Networks, and Economic Cycles
- **Accounting**
  - Understanding Accounting, Financial Statements, and Financial Ratios

- A Changed Industry: The Impact Felt and Change Brought About By Group and Individual Behavior
- **Finance**
  - Financial Management and Institutions
  - Financing and Investing in the Securities Markets
  - Business Cycles, Securities Regulation, and The Global Marketplace
- **Careers in Business**
  - Functional Areas of Business
  - Emerging Business Opportunities
  - Strategies for Success
    - Internships
    - Service Learning
    - Volunteerism
    - Leadership Roles
    - Resume Preparedness

## First Week's Getting Started Quick Tips

**MyBizLab Readings and Exercises:** To get started with the first few days of class, please use the MyBizLab access code that is part of the course bundle purchased from the UM Bookstore to set up an account and get logged onto MyBizLab. Once inside MyBizLab, begin reading the first set of materials available.

**Moodle Course Management System:** Make sure you can successfully log onto Moodle and **find your Intro to Business course listing during the first week of classes.**

**Entrepreneur Business Simulation:** We will apply business principles through a simulation environment. More simulation details will be posted on Moodle and discussed in class as the semester progresses. **You will receive an email invitation to register with Interpretive for the Entrepreneur simulation within the first week of classes. Once you receive the invitation, make sure you register with the access code purchased with the bundle in the UM Bookstore for this course. I will make an announcement in class during the first week of classes on when you should expect an invitation to register for the simulation. (Warning: Make sure you do not lose the access code for the Entrepreneur simulation until you have been invited to register and have successfully registered for the simulation.)**

**TopHat Monocle:** Be prepared each class meeting with your electronic device and the TopHat Monocle cloud-based software so that you can participate in questions, quizzes, surveys, and roll call. **I will announce in class and on Moodle the starting point for counting TopHat Monocle participation points for class attendance. (I anticipate that I will start having you use the software beginning with week two.)**

**Current Issues in Business Assignments:** Assignments regarding the readings found in Current Issues in Business will start at the end of week two in order for you to receive your copy of the textbook from the publisher. **Order the textbook immediately so you do not fall behind on readings assignments, which will start during the second week of classes. Read the first two articles. Don't answer the questions yet. Wait for my specific assignment for each article. I will post on Moodle a template in word format for your use when you complete each article assignment.**