

Spring 2-1-2018

## BGEN 105(S).01: Introduction to Business

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## **BGEN 105(S) Introduction to Business (Sec. 1&2)**

University of Montana, Main Campus  
College of Business

**Professor Jerry Furniss, JD, MBA – Spring Semester 2018**  
(2:00-3:20 on Mondays and Wednesdays in GBB 106)

### **Professor Furniss' Contact Info and Office Hours**

Open Office Hours- 1:00-2:00 pm (Monday and Wednesday). With open office hours on these two days, no appointment is needed. Just walk in and we can meet as needed. (If I am unavailable during those times because of an unexpected conflict with a required meeting, I will leave a note on where you can reach me. You can also meet with my GA, Mat, as an alternative.)

In addition, I am generally available most days. Stop by at your convenience. (You may want to text me just to double check that I will be available. (Cell **406-360-7847**) (If you text me make sure to let me know your name and the class that you are asking about.) 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) ; cell phone 406-360-7847.

### **Grading Assistant's Contact Info**

Professor Furniss' grad assistant, Mat, is your first contact in terms of upcoming assignments, postings on Moodle, etc. Mat's open office hours are posted outside Professor Furniss' office door and on Moodle for your convenience. His office hours are: TBA. He can be reached at [Mathias.Schaefer@mso.umt.edu](mailto:Mathias.Schaefer@mso.umt.edu).

## **Course Overview**

**BGEN 105 Introduction to Business** is a freshman level **3 credit** hour course offered in the College of Business 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 College of Business'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)**. There are **no prerequisites** for this course. This course is normally open to Freshmen/Sophomores. Special override is needed for Juniors/Seniors.

**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. If you think you may have a disability adversely affecting your academic performance, and you have not already registered with Disability Services, please contact Disability Services in Lommasson Center 154 or 406.243.2243. I will work with you and Disability Services to provide an appropriate modification.*

**Academic Misconduct Statement**

*All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. The University of Montana Student Conduct Code specifies definitions and adjudication processes for academic misconduct and states, "Students at the University of Montana are expected to practice academic honesty at all times."*

*(Section V.A., available at [http://www.umt.edu/vpsa/policies/student\\_conduct.php](http://www.umt.edu/vpsa/policies/student_conduct.php)). All students need to be familiar with the Student Conduct Code. It is the student's responsibility to be familiar the Student Conduct Code.*

**College of Business Code of Professional Conduct**

See this information at: <http://www.business.umt.edu/ethics/professional-conduct-code.php>.

**Mission Statement and Assurance of Learning**

The University of Montana's College of Business enhances lives and benefits society by providing a world-class business education in a supportive, collegial environment.

We accomplish this mission by acting on our shared core values of creating significant experiences, building relationships, teaching and researching relevant topics, behaving ethically, and inspiring individuals to thrive.

As part of our assessment process and assurance-of-learning standards, the School of Business Administration has adopted the following learning goals for our undergraduate students:

Learning Goal 1: COB graduates will possess fundamental business knowledge.

Learning Goal 2: COB graduates will be able to integrate business knowledge.

Learning Goal 3: COB graduates will be effective communicators.

Learning Goal 4: COB graduates will possess problem solving skills.

Learning Goal 5: COB graduates will have an ethical awareness.

Learning Goal 6: COB graduates will be proficient users of technology.

Learning Goal 7: COB graduates will understand the global business environment in which they operate.

BGEN 105 Introduction to Business is a freshman level 3 credit hour course offered in the College of Business 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 College of Business 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 Learning Goals

- Identify and discuss the stakeholders of business and the components of the business environment including social, legal, economic, technological, governmental, ethical and international influences;
- Define and explain the functions and features of the core components of a business enterprise including accounting, finance, law, operations, human resources, information technology and marketing;
- Demonstrate a working knowledge and vocabulary of basic business terms, concepts, and practices;
- Demonstrate effective business communication, team, problem solving, critical thinking, analysis and learning skills;
- Identify and assess academic and career opportunities related to business.

### Required Course Materials

- **Use RedShelf (on your Moodle course page) to Register for MyBizLab (\*\*Required) (Registration instructions discussed in class and posted on Moodle.)**

- You are required to obtain access to **MyBizLab** published by Pearson. **Online access to MyBizLab is a mandatory part of this course. Without access to this online resource it is impossible to participate in this course or pass this course. Use the RedShelf link on your Moodle course page to purchase access to this course. Your business services account will be charged \$68 for the Access Code needed to access Pearson's MyBizLab.**
- **MYBIZLAB:** I will walk you through signing up for MyBizLab using RedShelf and obtaining your Access Code and Course ID in class and will also post instructions on Moodle. **DO NOT SIGN UP FOR MYBIZLAB UNTIL I HAVE COVERED THIS IN CLASS.** Once successfully logged into MyBizLab, you will be given the option of purchasing a hard copy of the textbook. The hard copy text is not necessary, because 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.

### UM Email Rules

Based on The University of Montana policy, students must use their GrizMail accounts (netid@grizmail.umt.edu or 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 exam scores and Moodle based assignments and assignment scores, and critical course information (assignments, announcements, current lecture slides etc.), attendance and class participation information, you must access your Moodle course management site.** You should get into the habit of checking your course Moodle before each class and between classes on a regular basis. **Get logged into Moodle no later than the first week of classes.** **However, you must keep track of all of the assignments and quizzes (and scores) that must be completed in MyBizLab through Pearson's MyBizLab website.**

**Finding Moodle:** You may reach the [Moodle login page](https://moodle.umt.edu/login/index.php) from the College of Business 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 (Pearson):** MyBizLab provides access to the electronic e-text, which you must have access to so that you can do your etext chapter readings. Additionally, MyBizLab contains assignments, short quizzes, and exercises that must be completed by specified due dates. **The MyBizLab assignments are worth a possible 500 points out of 1000 possible total course points.**

**In-class Participation:** Your class attendance and participation is crucial to your success in this course. **\*\*\*Attendance taking will begin week 3. In-class involvement, participation, cooperation, and attendance is worth a possible 100 points out of 1000 possible total course points.**

**Current Business Issues Writing Assignments and Speaker Questions**

You will be assigned readings/articles dealing with current issues faced by business. 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. You may also be asked to turn in speaker questions for guest speakers. **Your Current Business Issues Writing assignments and Guest Speaker questions are in total worth a possible 100 points.**

**Exams**

Three examinations will be given. **(\*\*\*There is no final exam in this course.)** Each exam will be worth a possible **100 points**. The exams **will not be cumulative**. The examinations may cover **lectures, guest presentations, class discussions, the e-text, videos, Current Business Issues reading assignments, MyBizLab assignments, and any handouts. Any of the three exams missed during the semester will be made up on Monday, May 7<sup>th</sup>, 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: Wednesday, February 14**
- **Exam # 2: Wednesday, March 21**
- **Exam # 3: Wednesday, May 2<sup>nd</sup> (Last day of class.)**

We have no final exam in this course. Exam 3 is given on the last day of regular classes (Wednesday, May 2<sup>nd</sup>). We do offer makeup exams (see below).

**Makeup Exams: Makeup exams (Exam 1, and/or Exam 2, and/or Exam 3)** will be given for any missed exams (Exams 1, 2, and/or 3) during Finals Week on **Monday, May 7<sup>th</sup> at 12:00 (noon) in GBB 106.** – please be prompt!

**Bonus Points Opportunity:** You will also be given the opportunity to read and write about additional articles dealing with issues or topics presented in class (such as the “triple bottom line” bonus assignment posted on Moodle) and/or do supplemental MyBizLab assignments 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 additional makeup or bonus points opportunities.\*\*\***

**Official Absences**

Official absences will be excused for missed assignment hand in dates, in-class participation, exams, and other required course activity. Please email Matilynn (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. (See Late Work notice below.)

### Late Work

Late work will only be accepted if turned in **within 2 weeks of its due date** and your late work grade will **be 50% of your assignment grade** had you turned it in on time. An exception will be made for Official Excuses (see above section).

### Total Possible Course Points

Exam 1	100 points possible
Exam 2	100 points possible
Exam 3	100 points possible
<i>MyBizLab(Pearson website)</i> Online Activities	500 points possible
Classroom Participation	100 points possible
Speaker Questions/Current Issues/Misc. TBA	100 points possible
<b>Total Possible Points:</b>	<b>1000 total points possible</b>

**Bonus Points** Additional Readings/Assignments      50 points possible

### Final Letter Grade

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, you final letter grade will be an A, B, C, D, F. **I will not assign A+ or A-, B+, B-, etc.**

### Grading Mode

This course is offered **ONLY for a Traditional Letter Grade**. It is NOT offered on a Pass/Fail basis.

### 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 class 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 taking notes on them. **(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 for violating the Classroom Behavior policy, you will be reported as absent and will be asked to leave the class. Your instructor and guest speakers commit time, travel and energy to teach and they should be accorded due respect. If a second violation occurs, you will be asked to leave class an automatically assigned a one letter grade penalty. Subsequent infractions will result in class suspension and a failing grade.

## Spring 2018 UM/BGEN 105 Schedule

Date	Description
Thursday-Friday, January 17-19	New Student Orientation
Monday, January 22	Spring Semester Classes Begin
Wednesday, February 14	BGEN 105 Intro to Business <b>Exam 1</b>
Monday, February 19	Presidents Day – No Classes, Offices Closed
Wednesday, March 21	BGEN 105 Intro to Business <b>Exam 2</b>
Monday-Friday, March 26-30	Spring Break - No Classes
Wednesday, May 2	BGEN 105 Intro to Business <b>Exam 3 (Our last day of class.)</b>
Friday, May 4	Last Day of Regular Classes for UM
Monday-Friday, May 7-11	Final Exams <b>(We do not have a final in BGEN 105. We have makeup exams at Noon Monday, May 7th at 12:00 (noon) in GBB 106.)</b>
Saturday, May 12	Commencement

## Course Schedule and Announcements

Please regularly check the **Master Course Schedule** on **Moodle** as assignment and other important dates will be added throughout the semester and may be adjusted due to extenuating circumstances. Also check class announcements on Moodle. Major changes will be announced in class and an announcement will be emailed to you at your university email address. Please make sure to check your official university email often.



## BGEN 105 Introduction to Business Course Outline

### Class Topics 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/Internet**
  - Social Changes
  - Web 2.0/3.0; IoT
  - 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

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

**Course Syllabus:** Thoroughly review the course syllabus posted on Moodle. Once we have the **Master Course Schedule** posted on Moodle, please review it.

**MyBizLab:** Get signed up for Pearson's MyBizLab ( <https://www.pearsonmylabandmastering.com> ) using the Access Code obtained from Redshelf (your Moodle course page). Make sure to sign up for the correct MyBizLab. I have posted the Course ID # on Moodle.

**Readings:** Read **Chapter 1** in your *e-text* found on the **Pearson MyBizLab** website.

*Professor Furniss will announce other critical startup items in class.*