



Instructor: Mary K. Wachter, Instructional Professor of Marketing
Office: Kelce Room #223
Office Hours:

MW: 8:15 – 9:00, 9:50 – 11:00, 11:50 - 12:10

TTH: 8:15 – 9:30, 10:45 – 11:15

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Textbook: [Introduction to Business \(Links to an external site.\)](#) from OpenStax
ISBN-10: 1-947172-55-7

You have several options to obtain this book:

- [View online](#)
- [Download a PDF](#)

This book is free. No need to purchase. Your enrollment in this course gives you access to the ebook. You can use either format you prefer. Web view is recommended -- the responsive design works seamlessly on any device.

You can access the textbook in Canvas. Go to the Course Introduction Module and open the page "Textbook Information".

Book: In addition to the textbook, there is a required book for this course:

Shoe Dog: A Memoir by The Creator of Nike, Phil Knight
Scribner: Simon & Schuster, 2016
ISBN: 978-1-5011-3591-0 (hard cover)
ISBN: 978-1-5011-3592-7 (paperback)
ISBN: 978-1-5011-3593-4 (ebook)



Course Description

A descriptive introduction to the modern business world and an interpretation of the functional areas of business. The development of the business firm and its environment. Required for all business majors.

Prerequisites

None

Course Objectives / Learning Outcomes

At the end of this course, students will be able to



- Identify and discuss the major functions of business. Specific topic areas include management, human resources, finance, marketing, accounting, information systems, business ethics, and social responsibility.
- Define and explain basic terms, concepts, and theories of today’s business environment.
- Describe how business functions are currently practiced in organizations.
- Examine the sources of information available in various business publications.

Teaching Methods

Lecture, Class Discussion, In-class Exercises and Assignments: Lectures will follow the textbook and Powerpoint slides. There will also be chapter quizzes that relate to textbook readings, Powerpoint slides, and class lectures. The instructor will add material to class lectures through in-class examples and class discussion. Anything discussed in class is testable material. Take good lecture notes. There will also be in-class assignments and exercises that will be worth points. Therefore, regular class attendance is essential in order to succeed in this course.

Canvas

This course is listed in the CANVAS Learning Management Suite for Pittsburg State University. You may access this system from the PSU Home Page. Information regarding upcoming assignments, quizzes, due dates, etc. will always be posted on Canvas. You can also find all course documents and Powerpoint lecture slides at this course listing.

Course Outline

The course is divided into weekly modules. Below you will find a TENTATIVE schedule. The exact dates of the exams may be changed depending on the pace we move through the material.

WEEK	CHAPTER	TOPIC
WEEK #1: Aug. 23, Aug. 25	1	Understanding Economic Systems and Business
WEEK #2: Aug. 30, Sept. 1	2	Making Ethical Decisions and Managing A Socially Responsible Business
WEEK #3: Sept. 6, Sept. 8	4	Forms of Business Ownership
WEEK #4: Sept. 13, Sept. 15	5	Entrepreneurship: Starting and Managing Your Own Business
WEEK #5: Sept. 20, Sept. 22	6	EXAM 1 Management and Leadership
WEEK #6: Sept. 27, Sept. 29	6	Management and Leadership in Today’s Organizations
WEEK #7: Oct. 4, Oct. 6	7	Designing Organizational Structures
WEEK #8: Oct. 11, Oct. 13	8	Managing Human Resources and Labor Relations
WEEK #9: Oct. 18, Oct. 20	15	EXAM 2 Money and Banking



WEEK #10: Oct. 25, Oct. 27	15	Understanding Money and Financial Institutions
WEEK #11: Nov. 1, Nov. 3	16	Understanding Financial Management and Securities Markets
WEEK #12: Nov. 8, Nov. 10	14	Using Financial Information and Accounting
WEEK #13: Nov. 15, Nov. 17	11	EXAM 3 Introduction to Marketing
WEEK #14: Nov. 29, Dec. 1	11	Creating Products and Pricing Strategies to Meet Customers' Needs
WEEK #15: Dec. 5, Dec. 7	12	Distributing and Promoting Products and Services (Online)
WEEK #16: FINALS WEEK		EXAM 4 Thursday, Dec. 15

Attendance Policy

Regular class attendance is essential in order to succeed in the course. If you are unable to attend class, you are required to notify the instructor BEFORE class time through email and explain the reason for your absence. If you fail to notify the instructor, you may forfeit an opportunity to make up class work that takes place that day. **If you must miss class**, it is your responsibility to obtain any information regarding upcoming assignments, quizzes, due dates, etc. This information is available on Canvas. It is also your responsibility to obtain material, lecture notes, etc. so that you will be caught up with class upon your return. **The instructor will NOT provide lecture notes or review material to students who miss class. You should obtain this information from a fellow student.**

Classroom Conduct

Your enrollment in this course comes with certain expectations regarding classroom behavior, respect, and common courtesy. Students shall not disturb the learning experience by disrupting class or disrespecting other students or the professor. At the discretion of the professor, a student may be asked to leave class if the student is demonstrating inappropriate or disruptive behavior. In more severe cases of courtesy disruptions, a student may receive an official dismissal from the course. The following will be considered violations of classroom respect and courtesy:

- Tardiness
- Cell phone use (including texting)
- Lap top use for purposes other than class lectures
- Sleeping during class
- Talking or disrupting the class during lectures



- Excessively walking out during lectures
- Doing any type of work not related to our class
- Any show of disturbance or disrespect towards the professor or fellow students

Academic Integrity

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current [SYLLABUS SUPPLEMENT](#). Please familiarize yourself with these rules and guidelines.

In addition, as a course offered through the **Kelce College of Business**, students in this class are obligated to adhere to the college's **Student Code of Ethics** as outlined below.

Students pledge to:

- Arrive on time, remain until dismissed at all class sessions, and notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- Refrain from class disturbances.
- Refrain from use of profane or vulgar language in a threatening or disruptive manner.
- Treat fellow students, staff, faculty, administrators, and property with respect.
- Refrain from giving or receiving inappropriate assistance.
- Prepare assignment and exams honestly, refraining from such unacceptable conduct as plagiarism or unacknowledged appropriation of another's work in any academic work.
- Obey the policies, regulations, and laws of the United States of America, the State of Kansas, The Kansas Board of Regents, Pittsburg State University, and the Gladys A. Kelce College of Business.
- If a student observes someone committing dishonesty in connection with academic work, the student is encouraged to report that dishonesty to the appropriate individual (ex, faculty member, or administrator).

Kelce College of Business Student Oath

The Kelce College of Business Student Oath was written and approved by the Student Leadership Council. All Kelce College of Business students must abide by this oath:



"I affirm to uphold the values of honesty and integrity in all my actions as a student in the Kelce College of Business. I will neither give nor receive any unauthorized aid in the completion of my work as this undermines our community of trust, of which we are all stewards."

Students with Disabilities

Please inform the instructor if you have a learning or physical disability that may relate to the fulfillment of course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current [Syllabus Supplement](#).

Course Evaluation Methods

Canvas (Online) Syllabus Quiz: There will be a short quiz that you will take online through Canvas over the content of this syllabus. The purpose of this quiz is to ensure that all students understand the requirements and expectations of this course. The quiz is open-note and you can two trials to earn all 10 points.

Chapter Quizzes: There are short online quizzes in Canvas that accompany each chapter of the book and the chapter Powerpoint slides. The quizzes contain true-false, multiple-choice questions. The quizzes are due by midnight on the due date designated in Canvas.

In-Class Assignments: As we move through the material, short assignments will take place during class. Regular class attendance is essential so that you can earn points for the course.

Exams: There are 4 exams. Exams consist of true-false questions, multiple-choice questions and problems. You will need a Scantron answer sheet and a #2 pencil for each exam in the classroom. You will need a calculator for two of the exams. Each exam is worth 100 points.

Canvas Discussion Assignments: Students will be divided into smaller groups for online discussion assignments that will take place on Canvas. These assignments will provide an opportunity for students to demonstrate their grasp of course concepts and express their thoughts and opinions on business issues through smaller group discussions. In these, the instructor will post a series of prompts for each student to address. Students will then respond to these prompts. To earn these points, it is critical that students *completely* address each prompt. For communicating with the instructor and fellow students, each student should adhere to the following guidelines:

- ◆ Be polite and positive in discussion posts and responses;
- ◆ Use proper language, format and grammar;
- ◆ Avoid acronyms, texting abbreviations and most emoticons out of the discussions;
- ◆ Avoid using all-caps in your replies as this is heard as shouting by your reader;
- ◆ Keep the language G-rated;
- ◆ Review your posts for tone, grammar, and spelling; and
- ◆ Follow directions in the discussions – partial answers will not receive credit.



Shoe Dog Quizzes Assignments: We are creating our own “Intro to Biz Book Club” this semester. We will be reading *Shoe Dog, A Memoir by the Creator of Nike*, Phil Knight. There will be Canvas online quizzes and discussion assignments that relate to this book. You can find a reading schedule for this book as well as the discussion assignments in the “Shoe Dog Module” in our Canvas course site.

Other Assignments or Homework: On occasion, depending on the complexity of the material being covered in class, a homework assignment may be given in class that will be turned in for credit. The frequency and points for this homework will vary.

COURSE WORK SUMMARY

ASSESSMENT CRITERIA	TOTAL POINTS POSSIBLE
Syllabus Quiz	10
Chapter Quizzes (12)	172
In-Class Assignments	Approximately 200
Canvas Discussion Assignments (4)	64
Shoe Dog Canvas Quizzes (3)	80
Shoe Dog Discussion Canvas Discussion Assignments (3)	60
Exams (4)	400
Other Assignments or Homework	Points will vary
TOTAL POINTS POSSIBLE	980+

Grading Scale:

The following scale will be used to determine final grades:

- 91% - 100% of total points possible = A
- 81% - 90% of total points possible = B
- 71% - 80% of total points possible = C
- 61% - 70% of total points possible = D
- 60% and below of total points possible = F

It is the goal of the instructor to return grades on assignments, quizzes, and exams as quickly as possible. The instructor will not go back at the end of the semester and review grades that are long past due.

TECHNOLOGY REQUIREMENTS: All students must have access to:

- A laptop or desktop computer. (You cannot take online quizzes with a Chromebook, tablet, or smartphone.)
- Reliable internet connection
- Microsoft Word and Powerpoint software



OTHER MATERIALS REQUIRED:

- For each exam in the classroom, you will need a #2 pencil and a Scantron answer sheet (Forms No. 882-ES or 884-ES) for each exam.
- Some course material will require a calculator. It is a good idea to bring a calculator (any model will suffice) to class in the event that there are problems to be worked together in class. You may not share calculators for quizzes or exams. You may not use your cell phone as a calculator.

MAKE-UP POLICY:

- **1.** If you must miss a quiz, assignment, or an exam **due to illness**, you may make up the work only if the following conditions are met:
 - Notify the instructor of your illness **BEFORE** the exam, quiz or assignment due date.
 - Provide the instructor with an explanation of your illness written by your medical doctor or Student Health Services.
- **2.** If you must miss a quiz, assignment, or an exam **due to other reasons besides illness** (i.e. work, family emergency, school activities, etc.), it is up to the discretion of the instructor as to whether or not you will be allowed to make up the work. You **MUST** contact the instructor **BEFORE** the exam, quiz, or assignment due date to gain permission to make up the work. Failure to notify the instructor **BEFORE** the due date will result in a missed opportunity to make up the work.
- **3.** If the guidelines mentioned above are not followed, you may be allowed to make up the work, but a grade penalty will be assessed. Standard deductions are as follows:
 - For **EXAMS**, 10% grade deduction for each day (24 hours) past the original date of the exam. All exams must be taken within 48 hours of the regularly scheduled date. After 48 hours, a zero will be recorded for the exam score. COVID-related exceptions to this rule will be allowed.
 - FOR **ASSIGNMENTS**: 50% grade deduction for each day (24 hours) past the original due date of an assignment or quiz. After 48 hours, a zero will be recorded for the assignment.

A COVID-related illness is a special circumstance and will be given special consideration for makeup work. **DO NOT** attend class if you are experiencing symptoms common of COVID. A note from your health care provider will be required to make up work.

Contact by email is acceptable but until you receive a reply to your email, do not assume that your request has been approved.

Note: The instructor reserves the right to amend and to reorganize this syllabus at any time.

