

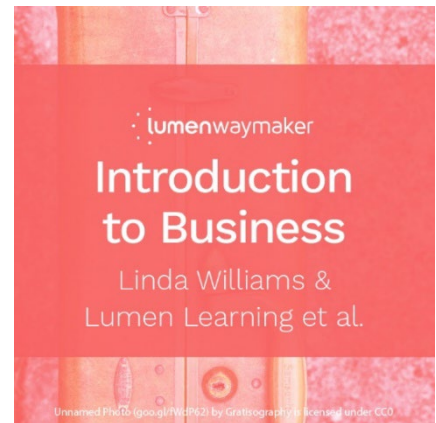
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**Instructor:** Tony Dellasega, Adjunct Lecturer  
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**Hours:** M,W,F 8:00 am – 5:00 pm by appointment  
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## Textbook

Lumen Waymaker Introduction to Business. OER – Open Educational Resource. Content completely delivered via Canvas LMS. Access code **must be purchased from the Pittsburg State University bookstore OR purchased online from Lumen Learning within our Canvas course.** It is not available from other bookstores or online at this time. See the Canvas course for more information regarding Waymaker Access Codes.



## Catalog 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.

## Prerequisites

For non-business and business majors. Not open to students who have completed more than nine hours in Kelce College courses.

## Course Objectives / Learning Outcomes

By the end of this course students should be able to:

- Define and discuss basic business terms and concepts
- Demonstrate an understanding of the American free enterprise system
- Demonstrate an understanding of business interaction, responsibility, and trends in the current global environment
- Differentiate and possess a basic understanding of different business functions such as management, human relations, marketing, and finance
- Understand and respect the need for ethical decision making
- Demonstrate an understanding of the different legal structures of business organizations
- Explore various career opportunities in the field of business

**MAJOR THEMES COVERED:** Competitiveness; globalization; diversity; ethics and social responsibility; quality movement; empowerment; technology; productivity; economic growth and stability.

## General Education Goals

This course counts towards the requirement of General Education for your degree program. General Education is an important part of your education program at Pittsburg State University that has been designated to implement the following philosophy:

General education is the study of humans in their global setting. The general education curriculum, therefore, acts as the heart of a university education by developing the capacities that typify the educated person and providing a basis for lifelong learning and intellectual, ethical and aesthetic fulfillment. General education examines the world around us and fosters an understanding of our interactions with the world and our place in the universe. General education celebrates the creative capacities of humankind and helps to preserve and transmit to future generations the values, knowledge, wisdom and sense of history that are our common heritage.

## Goals of General Education for this Course:

This course will help you to accomplish several of the Goals and Objectives of General Education, including the development of your ability to use the tools of business to communicate effectively (Goal #1), the development of your critical thinking skills (Goal #2, 1-3), the development of an understanding and appreciation of a variety of cultures and their interrelationships (Goal #3, 1-3), and the development of your ability to function responsibly in the world, to include and understanding of economic principles and comprehension of the interrelationship between economic, political, cultural, social, and technological issues and systems (IV.v. 1-3 and IV.vii. 1). Upon successful completion of this course, you will be able to:

1. Define and discuss business terms and concepts.
2. Demonstrate an understanding of fundamental economic ideas and principles.
3. Demonstrate an awareness of the interrelationship between business and other social sciences and be able to explain how business ideas and principles apply to our daily decision making as producers and consumers.
4. Demonstrate an understanding of the global economy, the interrelationships among economic systems and the role of the United States in that context.
5. Demonstrate the critical-thinking skills appropriate to success for a career in a business environment.

## Course Outline

Week 1

Aug 22 - 28

Overview of Class – Succeeding with Waymaker  
Research Consent & Communication Preferences  
Introductions  
Module: Role of Business

Week 2	Aug 29 – Sept 4	Module: Economic Environment
Week 3	Sept 5 – 11	Module: Global Environment
Week 4	Sept 12 - 18	Module: Business Ethics
Week 5	Sept 19 – 25	Module: Legal Environment
Week 6	Sept 26 – Oct 2	Module: Business Ownership
Week 7	Oct 3 – 9	Module: Entrepreneurship
Week 8	Oct 10 – 16	Module: Management
Week 9	Oct 17 – 23	Module: Human Resource Management
Week 10	Oct 24 – 30	Module: Motivating Employees
Week 11	Oct 31 – Nov 6	Module: Teamwork & Communication
Week 12	Nov 7 – 13	Module: Marketing Function
Week 13	Nov 14 – 20	Module: Marketing Mix
	Nov 21 – 27	Thanksgiving Break – No Assignments
Week 14	Nov 28 – Dec 4	Module: Accounting & Finance
Week 15	Dec 5 – 11	Module: Financial Markets & Systems
Week 16	Dec 12 – 18	Finals Week - Module: Managing Processes

## Teaching Methods

This section will be taught as an Internet based course. Information will be delivered via the Canvas online learning management system and will be presented using Lumen Waymaker Mastery digital content.

This course uses Lumen Waymaker Mastery – Introduction to Business, a new set of digital course materials designed using open educational resources (OER) instead of a traditional textbook. You can freely access all readings, videos, quizzes and other activities through course site in our learning management system (LMS), which for Pittsburg State University is Canvas and can be accessed via the PSU website.

This course is different from most other courses in these ways:

- **There is no separate textbook but an access code is required in this course.** Once you reach a certain point, week 2 or 3, you will need to purchase an access code from our College/University Bookstore or online from Lumen Learning. Once purchased, you be able to take all required quizzes. Everything you need will be in the Canvas learning management system.
- **Learning outcomes are clear throughout the course.** Every learning activity is linked directly to something you need to know or do to succeed in this course.
- **You are allowed to work one week in advance but the modules remained locked until that time.**
- **Students receive guidance on where to focus their attention.** As you complete self-check questions and quizzes, you'll get feedback on which areas need more attention.
- **You can take graded quizzes twice.** Quizzes can help you learn. If you don't like your first quiz score, you can keep studying and retake it. The higher score counts.
- **Instructors can see where students are struggling.** Learning data make it easy for me to see problem areas and offer individualized help.
- **The more you use the course materials, the more I can help.** When you participate, it provides information to help me help you succeed in the course.

This Lumen Waymaker Mastery course was created with funding from the Bill & Melinda Gates Foundation through the Next Generation Courseware Challenge. This course is part of a research project exploring how well students perform using Lumen Waymaker Mastery materials compared to what's been used in other course sections. Learning data will be used to analyze what's working, what's not working, and how to improve the educational experience Lumen Waymaker Mastery provides. Individuals using the courseware will be asked to provide consent to use their data for research purposes. Completing this form is one of the course assignments.



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## Learning

### How to Succeed in this Course:

To take full advantage of the ways this course is different - and hopefully better - at helping you learn the subject matter effectively, you should do the following things:

1. **DO pay attention to the learning outcomes listed in each module.** The learning outcomes tell you exactly what you need to learn or do succeed. They are cues to help you focus your time and attention.
2. **DO take the "Show What You Know" pretest for each module.** This pretest doesn't count towards your grade, but it lets you preview the information each course module covers. This will help you target your focus and studying on the areas you most need to work on.

3. **DO go through the course readings and activities.** Everything in the course is directly related to one or more specific learning outcomes. Going through the material will help you master the course content.
4. **DO complete the “self-check” questions.** These questions appear at the end of readings and will help you check your basic understanding of the information covered. They are ungraded and allow unlimited attempts.
5. **DO play around with simulations.** This course contains several simulations that are both fun and educational. You should play them multiple times to see the different outcomes they lead to and experience what happens when you apply concepts in different ways. Simulations are ungraded; their purpose is to help you learn.
6. **DO take module quizzes twice.** You have two attempts on the graded module quizzes, and your highest score counts. These quizzes are a learning activity, not just a test to see what you know. After you take each quiz, you will see which questions you missed and where to continue studying so you can learn the material better. You should use this information to focus your studying so the second quiz attempt goes better.
7. **DON'T wait until the last minute for your first attempt at the module quizzes.** When you take the module quiz, you get information about where you need to focus your attention. As your instructor, I can also see where you're struggling and offer help. If you wait to the last minute, I may not have time to help before your final quiz is due.
8. **DO respond to me when I offer to help.** I will be monitoring your performance, and from time to time I may reach out to you personally to offer help or encouragement. When you respond, we can work together to improve your understanding. And that's the whole point of this course!
9. **DO reach out to me when you need help.** I am a resource for you in this course. Do not hesitate to reach out if you're struggling with the subject matter or course requirements. When you reach out, we can work together to keep you on track for success.
10. **DO be respectful of others.** As in any educational setting, I expect everyone in the course to be respectful of other people as well as their academic work. This applies in all interactions, online and/or in person.



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## Course Requirements

This course requires your participation in the following activities:

- Complete the consent form to opt in or out of using your learning data for research purposes
- Provide contact information I can use to reach out to you to offer additional guidance, encouragement and support

- Complete the quizzes at the end of each module, keeping in mind that you can take them twice to optimize your grade!
- Submit the required assignments and assessments on time



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## Canvas

- Since this is an Internet based course, the Canvas LMS will be used exclusively for delivery of the class content, administration of assignments and quizzes/exams.
- Class announcements will be distributed through the course announcements and/or via email in Canvas. Students are required to check the course announcements and email regularly.
- Grades of class activities will be posted at Grades.
- Should you have experienced any technical difficulties with using the Canvas learning management system, contact [Gorilla Geeks](#).
- [The Canvas Privacy Policy](#)

## Attendance Policy

Since this is an Internet based course, classroom attendance is not required. The class will be broken down into weekly sessions. The week begins at 12:01 a.m. Monday morning and ends at 12:00 midnight Sunday. **All required work for the week must be submitted by 12:00 midnight Sunday.**

Should a student decide to stop attending class it is their responsibility to complete the appropriate forms with the Registrar's Office to officially withdraw from the class.

## Classroom Conduct

Even though this is an Internet based course, there will be interaction with other students via Discussion Forums. It is very important for all students to act professionally in their responses to other students posts as well as with any communication with other students or the instructor. Failure to do so could have negative consequences.

## 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).

## Students with Disabilities

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the [current syllabus supplement](#).

## Course Evaluation Methods

Weekly assignments and/or discussion forums will be given along with weekly quizzes.

## Required Points for Course Grade:

Final letter grade of the course is determined by the total points earned throughout the semester. The basic guideline is as follows:

90% or above of the highest score of the class:	A
80% or above of the highest score of the class:	B
70% or above of the highest score of the class:	C
60% or above of the highest score of the class:	D
Below 60% of the highest score of the class:	F

## Note

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