
Instructor: Dustin Treiber, Adjunct Lecturer
Office: 107 Shirk Hall (KRPS Office)
Hours: M-F 8:00 am – 4:30 pm
Phone: (620) 704-4456
E-mail: dtreiber@pittstate.edu

Textbook

Lumen Waymaker Introduction to Business. OER – Open Educational Resource. <https://courses.lumenlearning.com/wm-introductiontobusiness/chapter/powerpoints/>

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 toward the requirements 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	Jan 17 - 22	<ul style="list-style-type: none"> • Overview of Class – Succeeding with Waymaker • Introductions • Module: Role of Business
Week 2	Jan 23 – Jan 29	Module: Economic Environment
Week 3	Jan 30 – Feb 5	Module: Global Environment
Week 4	Feb 6 - 12	Module: Business Ethics
Week 5	Feb 13 – 19	Module: Legal Environment
Week 6	Feb 20 – Feb 26	Module: Business Ownership
Week 7	Feb 27 – Mar 5	Module: Entrepreneurship
Week 8	Mar 6 – 12	Module: Management
	Mar 13 – 19	Spring Break – No Assignments
Week 9	Mar 20 – 26	Module: Human Resource Management
Week 10	Mar 27 – Apr 2	Module: Motivating Employees
Week 11	Apr 3 – Apr 9	Module: Teamwork & Communication
Week 12	Apr 10 – 16	Module: Marketing Function
Week 13	Apr 17 – 23	Module: Marketing Mix
Week 14	Apr 24 – 30	Module: Accounting & Finance
Week 15	May 1 – 7	Module: Financial Markets & Systems
Week 16	May 8 – 14	Finals Week - Module: Managing Processes

Teaching Methods

This section is an in-person lecture course. All course material will be delivered during lectures and discussions of each Module on the Lumen Waymaker Mastery slides. Pay attention, read the slides, participate in class exercises and discussions, complete any assignments, and ask questions.

Canvas

Announcements, assignments, and other resources for your use will be posted on Canvas. Many of these will also be announced in class, but not necessarily all—it is your responsibility to regularly check CANVAS for announcements and assignments. If you are having trouble accessing Canvas, contact Gorilla Geeks: geeks@pittstate.edu or 620.235.4600.

Attendance Policy

Learning in this class requires your presence on a regular basis (leaving early or arriving late may count as an absence). Activities such as discussion will occur during class and these may not be made-up. Students with poor attendance records should expect to see their final grade affected, as should students who regularly exhibit poor behavior such as conversing with your seatmate while someone else is talking; texting during class; and others.

I don't play referee regarding the validity of why you are here or not – there is no such thing as an excused or unexcused absence. While I recognize there are legitimate reasons for missing class (illness, job interview), you are an adult and must make these decisions and trade-offs yourself. While I do appreciate notification about an absence, it is not necessary.

For illnesses or injuries requiring prolonged absence from class, you should call Campus Life and Auxiliary Services at (620) 235-4233 to report these absences. The Campus Life and Auxiliary Services will then communicate to instructors after an absence of three or more days. Notification by the Campus Life and Auxiliary Services does not relieve you of the responsibility of discussing the absence with me. Therefore, you are encouraged to communicate with me about any prolonged absences.

Classroom Conduct

Come to class, pay attention, and participate. No matter where you go after college, whether you are a business owner, employee, volunteer, or politician, it's good to understand how businesses operate, and what makes them succeed or fail.

Be respectful. Use clean language. Treat each other as you wish to be treated.

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

Attendance, participation, assignments and exams will all contribute to your grade.

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.