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Course materials

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 access all reading, videos, quizzed and other activities through the course site in our learning management system (LMS), which for Pittsburg State University is CANVAS and can be accessed via the PSU website. **You must purchase a key for this software from the Barnes & Noble Bookstore.**

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. Business majors may not take after completing 9 hours of upper division courses.

Prerequisites

None

Course Objectives / Learning Outcomes

- 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

Modules will be opened at least 2 weeks in advance of their due date.



Teaching Methods

- Internet based course – information will be delivered via CANVAS online learning management system and will be presented using Lumen Waymaker digital content.

Attendance Policy

Since this is an Internet based course, classroom attendance is not required. The class is broken down into weekly sessions. The week begins at 12:01 a.m. Monday morning and ends at midnight Sunday. All required work (assignments and quizzes) for the week must be submitted by 11:59 midnight on Sunday each week except for finals week.

Classroom Conduct

Although traditional classroom conduct will not be an issue with this Internet based course, students are expected to act professionally in all communications with the instructor and with other students in discussion forums.

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 Center for Student Accommodations. The coordinator can be reached at 620-235-6584 and is located in 113 Axe Library.

Course Evaluation Method

Points will be awarded for study plans, discussion forums, individual assignments, and quizzes. The week begins at 12:01 a.m. Monday morning and ends at midnight Sunday, except finals week. All required work for the week must be completed by 11:59 p.m. Modules will be unlocked two (2) weeks prior to the assignment due dates. **Discussion posts must be made by 5:00 p.m. on Thursday of each week that has a discussion post as the assignment.** The two (2) comments on other class members' posts are due by Sunday at 11:59 p.m. on those weeks. On the other weeks, assignments are due by Sunday, 11:59 p.m.

Module quizzes will be given via the CANVAS Learning Management System. Students will have the opportunity to take each quiz a maximum of two times. Points for the quizzes may vary but will typically be worth 20 points. Students have two attempts at each quiz, with the highest score counting toward their grade. Quizzes are due on Sundays at 11:59 p.m. except for the **final quiz which is due May 12th at 12:00 noon.**

There may also be other assignments throughout the semester. Details will be provided by the instructor.

The standard grading scale for this course is:

90% to 100% = A

60% to 69% = D

80% to 89% = B

Below 60% = F

70% to 79% = C

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 to 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.** The questions appear at the end of the 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 the 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. The 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 for 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, which is the 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 are 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.

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 required discussions and assignments on time.

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

- **There is no separate textbook but an access code is required to be purchased for this course.** You will need to purchase an access code from the University Bookstore either online, by phone, or in person. Once purchased, you will 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.
- **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 makes it easy for me to see problem areas and offer individualized help.
- **The more you use the materials, the more I can help.** When you participate, it provides information to help me help you succeed in the course.

Syllabus Supplement

Additional information as it pertains to university policies and contact information can be found in the Spring 2023 Syllabus Supplement, which is located on the Registrar's website:

<https://www.pittstate.edu/registrar/files/documents/syllabus-supplement-spring-2023.pdf>

Note:

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

Class Schedule

Week 1	Jan 17 - 22	Overview of the Class – Succeeding with Waymaker Introductions Module: Role of Business
Week 2	Jan 23- 29	Module: Economic Development
Week 3	Jan 30- Feb 5	Module: Global Environment
Week 4	Feb 6 – 12	Module: Financial Markets and Systems
Week 5	Feb 13 - 19	Module: Legal Environment
Week 6	Feb 20 - 26	Module: Business Ethics and Corporate Social Responsibility
Week 7	Feb 27 – Mar 5	Module: Business Ownership
Week 8	Mar 6 – 12	Module: Entrepreneurship
Week 9	Mar 13- 19	Module: Management
Week 10	Mar 20 - 26	Module: Motivating Employees
Week 11	Mar 27 – Apr 2	Module: Teamwork and Communication
Week 12	Apr 3 -9	Module: Managing Processes
Week 13	Apr 10 - 16	Module: Marketing Function
Week 14	Apr 17 - 23	Module: Marketing Mix
Week 15	Apr 24 - 30	Module: Human Resource Management
Week 16	May 1 - 7	Module: Accounting and Finance
Week 17	May 8 – 12	Module: Using Technology to Management Business Information