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| RCOBA Letterhead |

**Spring 2019 Introduction to Business BA 1301**

**Section 3**

**Class:** T/TR, 12.30-1:50 pm room BA 105

**Instructor:** Dr. Jeffrey Harper

**Office:** W 352

**E-Mail:** [Jeffrey.Harper@ttu.edu](mailto:Jeffrey.Harper@ttu.edu)

**Phone:** 834-2028

**Web Page:** <http://harper.ba.ttu.edu>

**Textbook: Business Essentials 12th edition- Ebert/Griffin**

**MyLab Intro to Business with Pearson eText -- Access Card -- for Business Essentials, 12/E**

ISBN-13: 9780134729107

Author: Ebert

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**Office Hours:**  MWF 8-8:50am and by appointment

**Course Overview:**

This course is designed to introduce students to the business world. It will cover the characteristics, concepts, functions, and theories of business. The course will provide students with a basic understanding of how the various areas of business work together in a company to help it cope with the business environment.

**Learning Objectives:**

**Teaching Methods:**

The course builds upon a variety of pedagogical techniques including lecturing, in‑class discussions, and active-learning exercises.

**Recommended reading not required but great for personal growth & results achievement:** Mark Devine’s “Unbeatable Mind”

**Name Tags**: Please bring a name tag that I can read from a distance and that you will display on your desk and bring to class every day that has the following information:

Your Name

Major

Hometown

We are using MyBizLab and Learning Catalytic; these systems are included in your book. You will need a smartphone or a personal computer to access assignments in class.

To Register THROUGH BLACKBOARD please follow the following steps:

1. Log into Blackboard, <https://eraider.ttu.edu/>

* Enter the MyBizlab folder
* Click on the **“MyBizLab Course Home”** link.
* Accept the End-User License Agreement terms page.

1. You will now have 2 choices to Sign in:
   * If you have previously used Pearson for other courses in the past linked through your Blackboard account, please use the same login.
   * If this is the first time you have taken a Pearson MyLab course you will be prompted to create a new Pearson account.
2. When prompted pay with ACCESS CODE (purchased at the bookstore) or purchase for INSTANT ACCESS with Credit Card/pay pal.
3. You are now registered! Click on the “Go to your course” button to access the course

*Need more help – PLEASE CALL 1-855-875-1797 OR USE Technical Support site available 24/7 at* [*support.pearson.com/getsupport*](http://support.pearson.com/getsupport)

**STUDENT LEARNING OBJECTIVES FOR THIS COURSE (SLO)**

After completing this course the student should be able to:

1. Understand basic business concepts,
2. Define the basic theories, problems, practices, and techniques used in business,
3. Describe the challenges and opportunities faced by businesses, and
4. Explain the importance of the various areas of business.

**Option 1. Means of Assessment of Learning Outcomes without final:**

Exam # 1 (25 %) 100 points

Exam # 2 (25 %) 100 points

Exam # 3 (25 %) 100 points

Chapter Quizzes (25%) 100 points

**If class meets attendence goal there will be no final. This does not mean the final is optional but that we would not have a final. If we have a final all exams will be equally weighted**

**Option 2. Means of Assessment of Learning Outcomes with final (or if you take optional final):**

Exam # 1 (20%) 100 points

Exam # 2 (20%) 100 points

Exam # 3 (20%) 100 points

Exam # 4 (20% **comprehensive final)** \* 100 points

Chapter Quizzes (20%) 100 points

**Exams and Quizzes:** There will be three exams (with the possibility of a fourth exam being a comprehensive final exam) on the dates specified in the course outline. The exams are not comprehensive except for the final exam which if given is comprehensive. **You are required to take all exams.** All exams must be taken on the assigned date. If you miss an exam (unless it is allowed under university policy) then you will be required to take the comprehensive final exam. **Also, if you come late for the exams and an exam has already been turned in you will not be allowed to take the exam.** The examinations are “closed book” and consist of multiple-choice questions. There are **no make-up exams** except as allowed by university policy for observance of religious holy days in accordance with OP 34.19 or official university business in accordance with OP 34.04. Advanced notice of absences due to religious observances or official university business must be given in writing to the instructor of the class. All exams refer to material from the book chapters and the lectures. Students are responsible for both in terms of preparation for the exams. **Note:** It is not possible to cover everything from the assigned texts in class and not everything discussed in class can be found in the book – students are still responsible for revising both types of course material.

In addition to the exams, there will be quizzes over each chapter.  **THERE IS NO EXTRA CREDIT, PROJECTS, and PAPERS ETC…** All grades will be posted on blackboard.

**Pearson Quizzes**

Each chapter quiz is a total of 25 questions worth 100 points. Your average of your chapter quizzes will be the same as a test grade, therefore it will be worth 25% of your overall grade. You will have until 11.59pm the night **before** we discuss the chapter to submit your quiz. Failure to submit the quiz on Mybizlab will result in a zero for that assignment. The due dates are in bold on the last two pages of this document. It is your responsibility to keep up with this. Also, attendance will be taken everyday through the mymarketing lab, **SO BRING AN ELECTRONIC DEVICE EVERYDAY TO CLASS SO YOU CAN PARTICIPATE IN CLASS ATTENDENCE**.**! As we all know wifi in building and in the classrooms can become hard to connect therefore I strongly encourage you to buy or bring with you an Ethernet cable so you can use the hardwire connections in the classroom.**  **By participating in attendence daily and having no fewer than 2 or less absences results in 2pts added to your final grade.** If you have a 76 and do not miss more than 2 times you will end up with a 78 which is a “C”. If you have a 78 and do not miss more than 2 times you will end up with an 80 which is a “B”. I will round your grade one time. If however you have a 77 and get the two points added for attendance you have a 79 which is a “C.” I will not add another point no matter what the circumstances, amount of begging or crying etc…

Also regarding attendance, if your birthday happens to fall on a class day you can opt to not come to class that day without it counting against your absences ***unless it occurs on a test day***.

Students are strongly encouraged to actively share their views in class discussions. Attendance alone is not considered active participation. Disrespectful or disturbing behavior of students during class time will have a negative impact on the class participation grade and the student(s) will be asked to leave the class room. ***Use of cell phones, outside reading material and tobacco products is prohibited in class. If I catch you texting or using your cell phone in class, I will ask you to leave the class room thereby marking you “absent.”***

**Grading Format:**

90 – 100 points = A

80 – 89 points = B

70 – 79 points = C

60 – 69 points = D

0 – 59 points = F

**Please Note:**

* PowerPoints of all lectures will be posted for downloading on the instructor’s webpage:

<http://harper.ba.ttu.edu/> as the semester progresses.

* Students are responsible for all announcements made in class and on the instructor’s webpage.
* This syllabus has a pedagogical purpose and is not contractual in nature. The instructor may modify the syllabus including the class schedule during the course of the semester.

**Class Conduct:**

Standards of academic honesty will be observed in accordance with TTU policy, as detailed in Operating Policy 34.12. Cheating (as defined by Operating Policy 34.12) during an exam or quiz will result in the grade F for the respective exam and will be reported to the Dean for further disciplinary action. Also, “misrepresenting facts” (as defined by Operating Policy 34.12) or obtaining information via plagiarism (as defined by Operating Policy 34.12) will be reported to the Dean for further disciplinary action.

**ACADEMIC INTEGRITY / DISHONESTY (Operating Procedure 34. 12)**

As stated in the TTU Catalog: “It is the aim of the faculty of Texas Tech University to foster a spirit of complete honesty and a high standard of integrity. The attempt of students to present as their own any work that they have not honestly performed is regarded by the faculty and administration as a serious offense and renders the offenders liable to serious consequences, possibly suspension.”

Students will be held to the student code of conduct with great emphasis placed academic integrity. As a reminder here is a copy from the *TTU* *STUDENT CODE OF CONDUCT* that addresses student misconduct. Please be advised I will hold you to these standards.

**SECTION B: MISCONDUCT 1. Academic Misconduct Academic** misconduct includes cheating, plagiarism, collusion, falsifying academic records, misrepresenting facts, violations of published professional ethics/standards, and any act or attempted act designed to give unfair academic advantage to oneself or another student. Additional information about academic misconduct is available in the Texas Tech University Community Policies section. a. Cheating 1. Copying from another student’s academic work, test, quiz, or other assignment 2. Receiving assistance from and/or seeking aid from another student or individual to complete academic work, test, quiz, or other assignment without authority. 3. The use or possession of materials or devices during academic work, test, quiz or other assignment which are not authorized by the person administering the academic work, test, quiz, or other assignment. 4. Possessing, using, buying, stealing, transporting, selling or soliciting in whole or in part items including, but not limited to, the contents of an unadministered test, test key, homework solution, or computer program/ software. Possession, at any time, of current or previous course materials without the instructor’s permission. 5. Obtaining by any means, or coercing another person to obtain items including, but not limited to, an unadministered test, test key, homework solution or computer program/software, or information about an unadministered test, test key, homework solution or computer program. 6. Transmitting or receiving information about the contents of academic work, test, quiz, or other assignment with another individual who has completed or will complete the academic work, test, quiz, or other assignment without authority. 7. Substituting for another person, or permitting another person to substitute for oneself in order to take a course, take a test, quiz or other assignment or sign in/register attendance. 8. Taking, keeping, misplacing, damaging or altering the property of the University or of another, if the student knows or reasonably should know that an unfair academic advantage would be gained by such conduct. 9. Falsifying research data, laboratory reports, and/or other academic work offered for credit. 10. Failing to comply with instructions given by the person administering the academic work, test, quiz or other assignment. b. Plagiarism 1. The representation of words, ideas, illustrations, structure, computer code, other expression or media of another as one’s own and/or failing to properly cite direct, paraphrased or summarized materials. 2. Self-plagiarism which involves the submission of the same academic work more than once without the prior permission of the instructor and/or failure to correctly cite previous work written by the same student. c. Collusion The unauthorized collaboration with another individual to complete academic work, test, quiz, or other assignment, providing unauthorized assistance to another student, allowing another student access to completed academic work, and/or conspiring with another person to commit a violation of academic dishonesty. d. Falsifying academic records 1. Altering or assisting in the altering of any official record of the University and/or submitting false information. 2. Omitting requested information that is required for, or related to, any official record of the University. e. Misrepresenting facts 1. Providing false grades, falsifying information on a resume, or falsifying other academic information. 2. Providing false or misleading information in an effort to injure another student academically or financially. 3. Providing false or misleading information or official documentation in an effort to receive a postponement or an extension on academic work, test, quiz, other assignment, credit for attendance, and/or obtain an academic or financial benefit for oneself or another individual.

NOTE: Examples include, but are not limited to, fabricated, altered, misleading, or falsified documentation for medical excuses family and personal emergencies, and signing into class and failing to remain the entire time. f. Violation of Professional Standards Any act or attempted act that violates specific Professional Standards or a published Code of Ethics. NOTE: Students are held accountable under this policy based on their college or school of enrollment, declared major, degree program, and/or pre-professional program. g. Unfair Academic Advantage Any other action or attempted action that may result in creating an unfair academic advantage for oneself or may result in creating an unfair academic advantage or disadvantage for another student that is **not enumerated in items a-f.**

**DISABILITY ACCOMMODATION (Operating Procedure 34.22)**

Any student who, because of a disability, may require special arrangements in order to meet the course requirements should contact the instructor as soon as possible to make any necessary arrangements. Students should present appropriate verification from Student Disability Services during the instructor’s office hours. Please note: instructors are not allowed to provide classroom accommodations to a student until appropriate verification from Student Disability Services has been provided. For additional information, please contact Student Disability Services in West Hall or call 806-742-2405.

**RELIGIOUS HOLY DAY OBSERVANCE (Operating Procedure 34.19)**

A student who intends to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

**GRADE AND COURSE COMMUNICATION: Blackboard**

**TTU Resources for Discrimination, Harassment, and Sexual Violence**

Texas Tech University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from gender and/or sex discrimination of any kind. Sexual assault, discrimination, harassment, and other [Title IX violations](https://mail.ttu.edu/owa/redir.aspx?REF=TDnyezHrHlu1DNW3n3slbLOqQtLDtKgJ3v1I3NgO6KrxaOuNHz3TCAFodHRwOi8vdGl0bGVpeC50dHUuZWR1Lw..) are not tolerated by the University. Report any incidents to the *Office for Student Rights & Resolution*, (806)-742-SAFE (7233) or file a report online at [titleix.ttu.edu/students](https://mail.ttu.edu/owa/redir.aspx?REF=TMlWTyd6as_1iI_0H5FLTz_Tacxr_ytIAYxWLxEEyOLxaOuNHz3TCAFodHRwOi8vdGl0bGVpeC50dHUuZWR1L3N0dWRlbnRz). Faculty and staff members at TTU are committed to connecting you to resources on campus. Some of these available resources are: **TTU Student Counseling Center,** 806-742-3674, [https://www.depts.ttu.edu/scc/](https://mail.ttu.edu/owa/redir.aspx?REF=5gFmwn20cg0WpRjuzh2XhzWDxz7cumguCavnkO3YwwjxaOuNHz3TCAFodHRwczovL3d3dy5kZXB0cy50dHUuZWR1L3NjYy8.) *(Provides confidential support on campus.)* **TTU Student Counseling Center 24-hour Helpline**,806-742-5555, *(Assists**students who are experiencing a mental health or interpersonal violence crisis.  If you call the helpline, you will speak with a mental health counselor.)* **Voice of Hope Lubbock Rape Crisis Center**, 806-763-7273, [voiceofhopelubbock.org](https://mail.ttu.edu/owa/redir.aspx?REF=1uM4ndet18SPRjjIp5A6_3NleY5utzJnGJQofjxBV93xaOuNHz3TCAFodHRwOi8vdm9pY2VvZmhvcGVsdWJib2NrLm9yZy8.) *(24-hour hotline that provides support for survivors of sexual violence.)* **The Risk, Intervention, Safety and Education (RISE) Office**, 806-742-2110, [rise.ttu.edu](https://mail.ttu.edu/owa/redir.aspx?REF=MVDdWy7eTuVCRcyvK7oAo5m4RdChfQJJLRJAKCHbI9HxaOuNHz3TCAFodHRwczovL3d3dy5kZXB0cy50dHUuZWR1L3Jpc2Uv) *(Provides a range of resources and support options focused on prevention education and student wellness.)* **Texas Tech Police Department**, 806-742-3931, [http://www.depts.ttu.edu/ttpd/](https://mail.ttu.edu/owa/redir.aspx?REF=KWYBL2BDUkHcPK_WY77UERDu3ue1h3IPLo_tp-TiyuzxaOuNHz3TCAFodHRwOi8vd3d3LmRlcHRzLnR0dS5lZHUvdHRwZC8.) *(To report criminal activity that occurs on or near Texas Tech campus).*

**Email:** If you email me I will not answer an email that does not include which one of my three introduction to marketing classes that you are in. Without this information it is impossible for me to give you an accurate answer. Also, please allow 24 hours before I respond as I have over 600 students which has a tendency to fill up my in box pretty quickly. Additionally, if you email me after 5pm it is very unlikely that I will be able to respond due to my responsivities at home until the following day. However, I will do my very best to respond as promptly as possible.

**My Course Rules:**

1.Do not be distracted during class or distract others: examples of distracting behavior would be texting, reading email, sleeping, surfing the web, listening to music etc. If you are caught doing this you will be marked absent and asked to leave the class room. Habitually being asked to leave will result in your advisor and/or Dean being informed and for further disciplinary action which may result in your being dropped from the class.

2. Be on time to class: By being on time you will not cause a disruption to your other classmates

3. Bring your name tag every day

4. Do not read or talk to your neighbor once class has started. I will treat you with respect and expect the same in return.

5.If you have a question about the material raise your hand and ask If you have a question please feel free to stop by me by raising your hand and I will answer your question. If I still don’t answer it I will attempt every way possible to explain the question. I firmly believe that answering questions is my job and that there are no bad questions.

6. If you need to email me: I will only respond to professionally written correspondences. If you address me in your email as: “hey,” “harper,” or “bro” for example, I will not read nor respond to your email. Additionally, I cannot respond to your email without knowing which class of mine you are in. Therefore it is in imperative to not only emailing me in a professional manner but to also include which class you are referring to. Professionally written correspondences also does not include short hand text phrases or emoji’s. As I’m a middle aged adult, I do not know what these are and will not waste my time trying to figure them out.

7. Don’t cheat, plagiarize: If you are caught cheating or plagiarizing on any assignment you will immediately be given an “F” for the course and you will be reported to the dean for further disciplinary action.

8. If you email the night before the exam asking me if this is going to be on the exam or what chapters does the exam cover, do not expect an answer if I answer your question it will invariably be a “flippant” response.

9.Do not lie to me. Be accountable for your actions, by being accountable for your actions I will be fair, by lying to me I will be forced to administer harsh discipline!

**If you are caught texting, talking, doing homework for other classes, you will be asked to leave and will be counted absent. DO NOT USE YOUR CELLPHONE IN CLASS, to Text, Facebook, Instagram etc.. IF I CATCH YOU DOING ANY OF THE ABOVE EVEN ONE TIME, YOU WILL BE DISMISSED FROM CLASS AND GIVEN A ZERO FOR THAT DAY’S QUIZ, NO EXCETPIONS!!!!**

**THERE IS NO EXTRA CREDIT SO DO THE WORK THE FIRST TIME!**

**Remember to always “EMBRACE THE SUCK”**

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| **Date** | **Tentative Course Schedule**  **Topic** | **Assignment** |
| Jan 17 | Overview of Introduction to business and What makes a Good class, goals why have them and what are they.  Introduction to Pearson mymarketinglab | Get book  Read Ch.1 |
| Jan 22 | Ch 1 The U.S. Business Environment | ***Ch 1 quiz due Jan 21 11.59 pm*** |
| Jan 24 | Ch 1 The U.S. Business Environment | Read Ch 2  ***Ch2 quiz Jan 28 at 11.59pm*** |
| Jan 29 | Ch 2. Understanding Business Ethics and Social Responsibility | Read Ch 2 |
| Jan 31 | Ch 2. Understanding Business Ethics and Social Responsibility | Read ch 3  ***Ch 3 quiz due Feb 4 at 11.59pm*** |
| Feb 5 | Ch 3. Entrepreneurship, New Ventures, and Business Ownership | Read Ch 3 |
| Feb 7 | Ch 3. Entrepreneurship, New Ventures, and Business Ownership-Guest Speaker | Read ch 4  ***Ch 4 quiz due feb 11 at 11.59pm*** |
| Feb 12 | Ch 4. Understanding the Global Context of Business | Read ch 3 |
| Feb 14 | Ch 4. Understanding the Global Context of Business-guest speaker | Read ch 4 |
| Feb 19 | Special lecture Global Context- Guest Speaker | Study for exam |
| Feb 21 | Test 1 Ch 1-4 | Read Ch 4  **Ch 5 quiz due feb 25 at 11.59pm** |
| Feb 26 | Ch 5. Managing the Business | Read ch 5 |
| Feb 28 | Ch 5. Managing the Business | Read ch 6  **Ch 6 quiz due march 4 at 11.59pm** |
| March 5 | Ch 6. Organizing the Business | Read Ch 6 |
| March 7 | Ch 6. Organizing the Business | Read ch 10 |
| March 9-10 | Spring break |  |
| March 19 | Ch 10. Human Resource Management and Labor Relations | **Ch 10 quiz due March 18 at 11.59pm** |
| March 21 | Ch 10. Human Resource Management and Labor Relations | Read ch 11  **Ch 11 quiz due March 25th at 11.59pm** |
| March 26 | Ch 11. Marketing Processes and Consumer Behavior | Read ch 11 |
| March 28 | Ch 11. Marketing Processes and Consumer Behavior | **Study for exam** |
| April 2 | Test 2 Ch 5,6,10&11 | Read ch 12  **Ch 12 quiz due April 3 at 11.59pm** |
| April 4 | Ch 12 Developing and Pricing Products | Read ch 12 |
| April 9 | Ch 12 Developing and Pricing Products | Read ch 14  **Ch 14 quiz due April 10 at 11.59pm** |
| April 11 | Ch 14 Information technology for Business | Read ch 15  **Ch 15 quiz due April 15at 11.59pm** |
| April 16 | Ch 15 The Role of Accountants and Accounting Information | Read ch 15 |
| April 18 | Ch 15 The Role of Accountants and Accounting Information | Read ch 17  **Ch 17 quiz due April 22** |
| April 23 | Ch 17 Managing Business Finances | Read ch 17 |
| April 25 | Ch 17 Managing Business Finances | Study for Exam 3 |
| April 30 | Test 3 ch 12, 14,15 & 17 |  |
| May 2 | Special Lecture |  |
| May 7 | Last day of Class |  |
| **May 14**  **1.30pm-4pm** | **Final Exam** |  |
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