

# Introduction to Business--BA 1350

Fall 2009

**Instructor:**

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Class Hours: Blackboard

(Students may contact me by e-mail or at my office phone at any time. If I am out of town and it is urgent that you talk with me, my office will put you through to my cell phone. Please do not hesitate to contact me. My general office number is 435-797-2279.)

**Required Text: BUSINESS IN ACTION**, Bovee and Thill, Third Edition,  
ISBN 0-13-149266-7

**Course Perspective and Objectives:**

This course has been designed to keep students interested and engaged. A weekly schedule is provided for your convenience. It is expected that you will pace yourself so that you complete assignments and quizzes on time.

The world of business affects each of us everyday both from a personal and societal perspective. BA 1350 will focus on providing you with the tools you need to understand these effects. This class will raise your awareness of the rapidly changing commercial business environment and potential career opportunities in business.

To maximize your ability to gain this knowledge you will:

- Watch videos that are provided to enhance the material in the chapter
- View PowerPoint presentations that are provided to focus on key points in the chapters
- Listen to speakers from **Partners in Business** Seminars and write an analysis of one speaker's presentation from each seminar assigned
- Take six objective quizzes that cover material presented in the textbook, videos and other materials provided.
- Write a resume and cover letter following appropriate format to prepare you for a job search

**Assignments & Quizzes:**

Assignments and quizzes are due by 5:00 p.m. on Friday of the week they are assigned and are listed in the syllabus under assignments. You may turn in assignments and take quizzes early if you wish. Assignments should be put into the Blackboard drop box or if you are experiencing difficulties, e-mailed to my address above as an attachment in **Microsoft Word** format.

Written assignments are expected to be grammatically correct. **Please use spell check and edit your assignments. Papers will lose points for grammatical errors. Please be sure**

**your name is on your papers.** Resumes and cover letters must be formatted properly. Late assignments will be accepted at a 10% deduction per day late, including weekend days. If there are circumstances beyond your control, please make sure that you speak with me prior to due dates.

### **Technical Difficulties:**

From time to time, we will experience technical difficulties (i.e. your quiz does not submit, your quiz does not open or you can not view a video, etc...). We will work through all of these issues as they present themselves. **Do not panic**, we have the best technicians available to help us. Most of the issues we will be able to fix ourselves. The key to solving problems quickly is good timely communication. If you have a problem let me know right away. Please describe the problem to the best of your ability so that we can fix it quickly. And finally be patient, sometimes people are not available immediately but we will resolve the issue.

### **Partners in Business Papers:**

There are two of these papers due during the semester. You may listen to one of the speakers that are available on blackboard or you can go to the seminar at the Eccles Conference Center at USU (the information for the seminars is below). **I am interested in what you think not a summary of what the speaker said.** After listening to one speaker, please write the paper. It is important that your work articulates your position, opinion or point of view well. Make sure that you support your ideas from **readings** and take the time to research and prepare your thoughts before you write. Remember to credit ideas, research or other materials that are not yours. These papers should be written in times roman 12 point font, one inch margins, single spaced, 2 page maximum and are expected to be grammatically correct. **Please use spell check and edit your assignments. Papers will lose points for grammatical errors.**

### **Resumes and Cover Letters:**

This exercise will be important to you in the near future as you go out on a job search. Resumes and Cover Letters are expected to be grammatically correct. **Please use spell check and edit your assignments.** Resumes and cover letters must be formatted properly. Remember this could make the difference between getting an interview or job.

Websites for resume help:

<http://www.free-resume-example.com/>

<http://www.resume-resource.com/>

**Evaluation:****Points**

Partners in Business Seminar Presentation (Written analysis)	100 (50 ea.)
Resume and Cover Letter	50
First quiz (Part 1 of text)	50
Second quiz (Part 2 of text)	50
Third quiz (Part 3 of text)	50
Fourth quiz (Part 4 of text)	50
Fifth quiz (Part 5 of text)	50
Final quiz (Part 6 of text)	50

**Total Points****450**

Your final grade will be based on the percentage of the total points you earn. If you earn 90% of the points you will receive at least an A-, 80% at least a B- and 70% at least a C-.

**Daily Course Outline:**

Date	Readings	Assignment	Week
August 24 – August 28	Introduction Chapter 1 Appendix A	<b>Take Intro Quiz</b> Instructor available by e-mail and phone for any questions from students. If you did not register with your e-mail please send it to <a href="mailto:shaun.barker@usu.edu">shaun.barker@usu.edu</a> . <i>View video: Education and Earnings</i> <i>View video: Helping Businesses Do Business</i>	Week 1
August 31 – September 4	Chapter 2	<i>View video: Conducting Business Ethically and Responsibly</i> <i>View video: Doing the Right Thing</i>	Week 2
September 7 - 11	Chapter 3	<b>Take Quiz 1</b> <i>View video: Entering the Global Market Place</i> <i>View video: Responding to the Challenge of Globalization</i> View: A Women in Business	Week 3

		speaker from the Partners in Business selection to prepare for your paper.	
September 14 - 18	Chapter 4	<i>View video: Doing Business Privately</i> <b>Turn in Partners in Business Paper for Women in Business</b>	Week 4
September 21 - 25	Chapter 5	<b>Take Quiz 2</b> <i>View video: Organizational Change at Student Advantage</i>	Week 5
September 28 – October 2	Chapter 6	<i>View video: Creative Management</i> <b>Begin work on resume and cover letter</b>	Week 6
October 5 - 9	Chapter 7	<i>View video: Juicing up the organization</i>	Week 7
October 12 - 16	Chapter 8	<b>Take Quiz 3</b> <i>View video: Managing Production Around the World</i>	Week 8
October 19 - 23	Chapter 9	<i>View video: Feeling Like Part of the Family</i> <i>View video: Labor Relations</i> View: A Customer Service and Marketing speaker from the Partners in Business selection to Prepare for Your Paper	Week 9
October 26 – 30	Chapter 10	<b>Take Quiz 4</b> <i>View video: Managing the Human Side of Business</i> <i>View video: Recruitment and Placement</i>	Week 10
November 2 - 6	Chapter 11	<i>View video: Starbucks</i> <i>View video: In Consumers' Shoes</i>	

		<i>View video: Sending Products into Space</i> <b>Turn in Partners in Business Paper for Customer Service and Marketing</b>	Week 11
November 9 - 13	Chapter 12	<b>Take Quiz 5</b> <i>View video: A Walk Down a Store Aisle</i> <i>View video: Through the Grapevine</i> <i>View video: Revving up Promotion</i>	Week 12
November 16 - 20	Chapter 13	<i>View video: Accounting for Billions of Burgers</i> <b>Resume and Cover Letter Due</b>	Week 13
November 23 – 27 <b>Thanks giving Week</b>		<b>Have a Great Holiday!</b>	Week 14
November 30 – December 4 <b>No Test Week</b>	Chapter 14 Appendix B Appendix C Appendix D	<i>View video: Understanding Investments</i> <i>View Video: Business Ethics</i>	Week 15
December 7 – 11 <b>Finals Week</b>		<b>Take Final Quiz</b>	Week 16

**PARTNERS IN BUSINESS** Seminars--**Students attend** most of the sessions **FREE of charge**. If you are near campus please take advantage of the seminars. Please check the Partners in Business website at [www.partnersusu.org](http://www.partnersusu.org) for dates and schedules. These seminars are not required; the papers you will be writing are based on videos available to you on blackboard.

### **Accommodation for Disabilities**

Students with disabilities are encouraged to discuss their needs with the instructor, preferably during the first week of the semester. All reasonable accommodations will be made to ensure that disabilities do not restrict a student's opportunity to learn. Students are encouraged to contact the Disability Resource Center at 797-2444.

### **Comfortable Learning Environment**

As your instructor I am committed to maintaining an inoffensive, non-threatening learning environment for every student. Offensive humor and aggressive personal behaviors are specifically forbidden. If you feel uncomfortable with a personal interaction in class, please see me.