

SYLLABUS - BUS 120 - INTRODUCTION TO BUSINESS

Common Syllabus for Sections A, B, C, D
Niagara University, College of Business Administration
Fall 2013, Three Credit Hours

- Classroom:** Dunleavy 127 for September 4, 6, 9, 11, and 13, 16, 18 and by assignment thereafter.
- Meeting Times:** MWF 9:05 to 10:00, and 3 modules in the Finance Learning Lab (8:00 -10:00 a.m.) Detailed module schedule will be posted on Blackboard the second week of the semester.
- **Required Retreat on Saturday September 14** (Mandatory to Complete required meeting hours) See page 6 of syllabus for more details.
 - **Optional Service Learning Project - "Sustainable Sandals"** - Working on this project will require more time commitment outside of our class time, but qualified students will be exempt from the final exam. See page 7 for more details.

TEXT AND OTHER READING: We have kept all of the required books, magazine, and class fees affordable—about \$100 total.

- **Primary text:** BUSN6, by Kelly and McGowen. There is also a website which supports the book and provides study aids.
- **The bestseller:** Rich Dad, Poor Dad by Robert Kiyosaki is available in paperback at a very reasonable cost new or used.
- **Magazine:** Bloomberg Businessweek, the weekly business magazine, will be required. You will automatically be provided a subscription when you begin classes—**do not get your own subscription**—we have negotiated a very favorable student rate for one year. Each week, you will be assigned to read certain articles.
- **Technology - Blackboard** will be used for information posting and grades. You are expected to check blackboard and your University email regularly.

PROFESSORS AND CONTACTS: BUS 120 is a team-taught course. You will meet and work with a variety of business professors during the course. Your core BUS 120 team is as follows:

- **Dr. Anna McNab** - Assistant Professor of Management – **Primary Contact Person**
Contact Information: amcnab@niagara.edu, Office: Bisgrove 354C, Phone: 716-286-8142
Office Hours: M & W: 10:30 a.m.-noon, F: 10:30 a.m. – 1:30 p.m.
Course Role: Course co-coordinator, BUS 120 grade manager, Exam coordinator
- **Dr. Jim Kling**, Associate Professor of Management, Chair of MGT, MKG, FIN, ECO, BUS
Contact Information: jkling@niagara.edu, Office: Bisgrove 254I, Phone: 716-286-8174
Office Hours: M, W, F: 10:00 a.m – 11:00 a.m., Tu: 8:30 a.m. – 11:30 a.m.
Course Role: Course co-coordinator, Retreat coordinator and Financial services lab leader
- **Dr. Jay Walker** - Assistant Professor of Economics
Contact Information: jwalker@niagara.edu, Office: Bisgrove 254J, Phone: 716-286-8311
Office Hours: M, Tu, W: 10:00 a.m. – 12:00 p.m.
Course Role: Bloomberg Businessweek coordinator
- **Mr. Mitchell Alegre**, Adjunct Professor of Management, Coordinator of EAGLE Student Leadership
Contact Information: malegre@niagara.edu, Office: 108 O'Shea Hall, Phone: 716-286-8334, Office meetings by appointment only.
Course Role: Service learning project leader
- **Ms. Lauren Agnello** – Graduate Assistant
Contact Information: lagnello@mail.niagara.edu
Course Role: Financial services lab support, Administrative support

University Mission Statement:

Niagara University educates its students and enriches their lives through programs in the liberal arts and through career preparation, informed by the Catholic and Vincentian traditions.

College of Business Mission Statement:

Guided by Catholic and Vincentian traditions, we prepare current and future business professionals to learn, serve, and lead with integrity and live an exemplary life.

Commerce Departmental Mission Statement:

Consistent with the mission of Niagara University and the College of Business Administration, the Department of Commerce seeks to prepare students for successful management and leadership roles in business. The commerce department provides a broadly based academic foundation as well as discipline specific knowledge, values, and skills necessary for beginning a business career upon graduation.

Course Mission - What is this course all about?

BUS 120 is the first of many courses you will take at Niagara University that are tied together by the mission and goals of the University, the College of Business and the specific major you are taking. As a College of Business accredited by AACSB, the learning outcomes listed below are integrated throughout your coursework and the College of Business continually assesses our success (and your success) at achieving the desired learning outcomes.

College of Business Learning Outcomes:

1. Students will demonstrate effective presentation skills.
2. Students will demonstrate effective writing skills.
3. Students will demonstrate analytical skills.
4. Students will develop valuable employment skills through co-ops, internships, and community service.

Commerce Student Learning Outcomes:

1. **Information Literacy:** Students will demonstrate usage of appropriate databases and information sources necessary for their field.
2. **Analytical Ability:** Students will demonstrate ability to analyze information and engage in critical thinking.
3. **Written Communication** Students will demonstrate writing ability.
4. **Oral Communication** Students will demonstrate oral communication ability.
5. **Knowledge of the field** Students will demonstrate knowledge of the field of their concentration or major
6. **Ethics:** Students will evaluate & understand ethical issues in business decisions.

BUS 120 Course Description:

This course is designed as an introduction to business for first year business students. Major topics include the competitive global business environment, successful firms and business leaders, business ethics, leadership and team skills, and an overview of the functional management areas of business and related career opportunities.

BUS 120 Course Learning Outcomes: Students will:

1. Become “business literate” in respect to necessary vocabulary, the basics of personal and business finance, and the reading and understanding of business news.
2. Begin to develop **values** necessary for business and personal success, including: conducting personal, academic, and business practices in an honest and ethical manner, learning to respect others, and appreciate the need to help others in the spirit of St. Vincent de Paul.
3. Be introduced to **skills** necessary for business and personal success including: public speaking,

professional relationship building, basic financial analysis, and gathering and presenting relevant business information on the computer.

4. Learn about and experience the competitive nature of business.
5. Learn about different business functions, career opportunities, and successful business people and firms.

Assessment Measures:

Requirement	Max. Points	Course Goals	CBA Goals	Department Goals
Wednesday Pop-Quizzes	20	1-5		1-2
Rich Dad, Poor Dad Paper-Sept 13	35	1-5	2, 3	1,2,3,5
8 hour Retreat—September 14	70	1-5	1, 3	1,2,4,5,6
Midterm Exam—Oct. 16	40	1-5		1,2,5
Final Exam Dec. 12, 8 am OR Project	50	1-5		1,2,5
Mr. Alegre’s Learning Modules				
M1: St. Vincent & Sustainable Sandals	10	2,3,5	1,4	2,6
M2: Personal Communication Lab	10	2,3	1	4
Dr. Kling’s Finance Lab Modules				
M3: Business News, Stock Market	15	1,3,4	4	1,2, 5,
M4: MS Excel Finance Applications	15	1,3	3, 4	2,5
M5: MS Excel Finance Analysis	15	3,4	3, 4	1,2,5
Dr. Walker’s BusinessWeek Challenges				
M6: BusinessWeek Competition I	10	1,4,5		1,5
M7: BusinessWeek Competition II	10	1,4,5		1,2,5
M8: BusinessWeek Competition III	10	1,4,5		1,2,5
Extra Credit/Make-up is not Available	0			
TOTAL POSSIBLE	310			

FOR DETAILS AND UPDATES OF ALL ASSIGNMENTS, SEE BLACKBOARD.

Grading Methodology: There is a total of 310 points possible in the course, but grades will be based on a 300 point scale. Your total points will determine your final grade. Dr. McNab will maintain your grades and will assign the final grade at the end of the semester. If you have questions or think a grade is incorrect, please contact Dr. McNab. Also, *please remember, there will not be a course curve or any adjustments* for attendance, effort, etc. Quizzes and modules **CANNOT** be made up if missed for any reason, including excused absences. There is no extra credit. You have 310 possible points, which is designed to compensate for normal absences and even a lapse of scholarly attitude or aptitude.

Grade	%	Points	Grade	%	Points
A+ = 4.0	97.5% and up	292.5 and up	C+	77.5%	232.5-239.5
A = 4.0	92.5%	277.5-292	C	72.5%	217.5-232
A-	90%	270-277	C-	70%	210-217
B+	87.5%	262.5-269.5	D	60%	178.5-209.5
B	82.5%	247.5-262	F	Below 60%	178 and less
B-	80%	240-247			

Course Policies:

Cell Phone and Text Messaging: Please remember to keep cell phone ringers off and refrain from text message conversations during class.

Statement on Academic Integrity: *NOTE: In this class, you need to be especially aware of the Rich Dad, Poor Dad paper, the writing needs to be **YOUR OWN WRITING**. Lifting or pasting sentences and phrases from other sources is a form of plagiarism. Plagiarized papers receive a **ZERO** with no chance of make-up and depending on the severity of violation; you may also be reported to the academic integrity board.*

Academic honesty – being honest and truthful in academic settings, especially in the communication and presentation of ideas – is required to be a successful student and experience and fulfill the mission of Niagara University. **Academic dishonesty** – being untruthful, deceptive, or dishonest in academic settings in any way – subverts the university mission, harms faculty and students, damages the reputation of the university, and diminishes public confidence in higher education.

All members of the university community share the responsibility for creating conditions that support academic integrity. Students must abstain from any violations of academic integrity and set examples for each other by assuming full responsibility for their academic and personal development, including informing themselves about and following the university's academic integrity policy.

Violations of academic integrity include but are not limited to the following categories: cheating; plagiarism; fabrication; falsification or sabotage of research data; destruction or misuse of the university's academic resources, alteration or falsification of academic records; academic misconduct; complicity; and copyright violation. This policy applies to all courses, program requirements, and learning contexts in which academic credit is offered, including experiential and service-learning courses, study abroad programs, internships, student teaching and the like.

Please refer to the undergraduate catalogue for Niagara University's policy on academic integrity or access the policy online, www.niagara.edu/academicintegrity.

Students with Disabilities

Students with documented disabilities who may need accommodations, students who have any emergency medical information we should know of, or students who need special arrangements in the event of an evacuation, should make an appointment with Dr. Kling as early as possible in the semester, preferably no later than the first week of the semester. Students with disabilities must also register with Disability Services to facilitate the provision of needed accommodations. Contact: Kelly Engert, Coordinator, Disability Services at 716-286-8541, kadams@niagara.edu, Seton Hall, first floor, Office of Academic Support.”

Counseling Services and Academic Support

The strains and workload of student life can sometimes feel overwhelming and it is easy to lose perspective when faced with academic, social, and personal demands. The staff of the office of counseling services in the lower level of Seton Hall and the Academic Support staff in the Learning Center in Seton Hall are here to help students manage the stresses of university life. All private consultations are confidential and free of charge. Appointment can be scheduled by calling 286-8536 (Counseling) or 286-8072 (Office of Academic Support).

NOTE: Module schedule will be posted separately the 2nd week of school. Module Schedule begins Friday Sept. 20. Check day and time!!

ALL DUNLEAVY HALL LECTURES LISTED BELOW WILL BEGIN AT 9:05 a.m.

CHRONOLOGICAL OUTLINE OF TOPICS TO BE COVERED			
ALWAYS CHECK BLACKBOARD FOR UPDATES!			
Date	Room	Topic	Reading Covered
Sept. 4 (Wed)	DNLV 127	Welcome and Course Introduction Mr. Alegre & Associate Dean Choong	
Sept. 6 (Fri)	DNLV 127	Dr. Kling - U.S. Business Overview 2013 Breakout discussion on paper writing ethics	BUSN6: Ch. 1
Sept. 9 (Mon)	DNLV 127	Dr. Walker – Thinking like a business person	BUSN6: Ch. 2
Sept. 11 (Wed)	DNLV 127	Quiz (on Friday/Monday Lecture, Rich Dad, Poor Dad book) Dr. McNab - Business without borders	Rich Dad Basics BUSN6: Ch. 3
Sept. 13 (Fri)	DNLV 127	Rich Dad, Poor Dad Assignment DUE IN CLASS Dr. Kling - Lecture in preparation for retreat	Rich Dad, Poor Dad
Sept. 14 (Sat)	Various	Freshman Business Retreat - REQUIRED (7:45 a.m. to 3:30 p.m. on Campus)	
Sept. 16 (Mon)	DNLV 127	Mr. Alegre: Ethics, social responsibility and communication	BUSN6: Ch. 4 & 5
Sept. 18 (Wed)	DNLV 127	Mr. Alegre: Sustainable Sandals Project Quiz on chapters 4&5	BUSN6: Ch. 4& 5
Sept. 20 (Fri)	Various	Module Schedule Begins—SEE MODULE SCHEDULE	
Sept. 25 (Wed)	DNLV 127	Entrepreneurship and small business	BUSN6: Ch. 6 &7
Oct. 2 (Wed)	DNLV 127	Dr. Walker - Time Value of Everything	BUSN6: Ch. 8, 9 10, and pages 290-300.
Oct. 9 (Wed)	DNLV 127	Midterm Exam Review and Highlights	BRING BUSN6 Book
Oct. 16 (Wed)	Various TBA	MID-TERM EXAM	Cover BUSN6 Ch: 1 though 10 + Any additional materials provided
NOTE: <i>Following dates and topics subject to change. Quizzes may be announced or unannounced.</i>			
Oct. 23 (Wed)	DNLV 127	Marketing	BUSN6: Ch. 11-13
Oct. 30 (Wed)	DNLV 127	Motivation	BUSN6: Ch. 14
Nov. 6 (Wed)	DNLV 127	HR and your Career	BUSN6: Ch. 15
Nov. 13 (Wed)	DNLV 127	Information Technology	BUSN6: Ch. 16
Nov. 20 (Wed)	DNLV 127	Operations Management	BUSN6: Ch. 17
Nov. 27 (Wed)		NO CLASS – THANKSGIVING BREAK	
Dec. 4 (Wed)	DNLV 127	Mr. Alegre - Service Learning Project Wrap-up Dr. Kling: Final Exam Preparation	BRING BUSN6 Book
Dec. 12 (Thu)	Various TBA	FINAL EXAM, 8:10 a.m.	Cover BUSN6 Ch.: 11 through 17 + Any additional materials provided

RETREAT, SATURDAY, SEPTEMBER 14, 7:45 a.m. to 3:30 p.m.

If you are considering missing the retreat for any reason, including sports, please see the comments below: (Under no circumstances are “free” points given to those missing the retreat).

- The retreat is ON CAMPUS—Meet at Bisgrove business building atrium at 7:30 – 7:45 a.m. Late students will lose points. Plan on being together and active the entire time until 3:30 p.m. You are accountable for the activities and your absence during any part of the day will be noted and will result in lost points.
- You will be working with others throughout the day, please minimize use of texting, cell phones, ipods, etc. as this retreat is primarily a time for personal interaction.
- The retreat is inside but you will need to walk between buildings.
- A light breakfast will be provided at the beginning of the day, additional food will be provided throughout the day and we will have a meal catered by Brickyard at the end of the day. You do not need to bring any money for food.
- One of the activities is playing the game Cashflow 101 based on the Rich Dad, Poor Dad book and wealth concept. Any prior research you do on playing the game is acceptable and encouraged. You may wish to bring pencils and calculators for the game.
- The early start and somewhat stressful and stretching pace of the day is designed to simulate a team oriented business environment. The best thing you can do is to bring a good attitude and a well-rested body. TRANSLATION: Go to bed at a reasonable time on Friday Night!!
- The retreat is worth 70 of 300 points. Missing the retreat will result in the loss of those points.

I THINK I HAVE AN EXCUSE FOR THE RETREAT!

In previous years, less than five students in the entire class of 150+ missed the retreat and were given the make-up assignment. Our position in the Business School is that every possible alternative solution should be made to avoid missing the retreat. Students who do miss it are always sorry that they did for several reasons. First, the event is fun and it is a unique time to meet your class of 2017 business student colleagues; students who miss it feel left out as other students discuss the experience and we refer to various aspects of the experience as the semester progresses. The day is part of the credit hours and class meeting hours—that is why we start meeting only two days per week beginning in the fourth week of the course. The retreat is an easy 70 points of the 300 required for the course. The “make-up” is really problematic since the games and exercises cannot be replicated, therefore students who miss must read a book, do an oral and written book report, schedule a three hour block of time to play the financial game, and do other activities to make up for the lost 8 hours of class time. The burden of completing these 70 points rests with the student. There are no “free” points regardless of the reason for the excuse.

Contact Dr. McNab (amcnab@niagara.edu) if you believe you have a reason to miss this retreat.

Sustainable Sandals Project: Optional (replaces final exam)

For the past three years, NU's Business School and BUS 120 have been involved with the project described below. This year, we are looking for a group of 15 to 30 students who are truly interested in this type of activity. Mr. Alegre is the coordinator. The project will meet at times yet to be determined outside the scheduled class times. Students who are part of the sustainable sandals group are exempt from the final exam. If you wish to become part of this group you must:

1. Be genuinely interested in this type of project.
2. Have a desire to take on leadership roles and/or work well in a team.
3. Through attendance at class and modules demonstrate commitment to the course.
4. Place in the top half of the class on the midterm exam.
5. Contact and interview with Mr. Alegre

Overview

Each year tourists from all over the world visit the Cave of the Winds attraction in Niagara Falls, NY. With the price of admission (\$11) they are given complimentary rubber sole sandals to wear to guard against slipping on the wet tour deck. Each year the New York State Parks Department, owner/operator of the Cave of the Winds, collects approximately 300,000 pairs of these "gently worn" sandals. The State Park itself cannot redistribute the sandals and would typically either send them to the landfill or to recycling facilities. Several years ago, Niagara Falls resident Juliette Thomas started a program to clean the sandals and distribute them to needy children and adults in developing nations. Due to a lack of resources, Niagara University was asked for assistance to take over coordination, processing, and distribution of the sandals. The university has agreed to assume responsibility for the operation of the project.

The goal of the Sustainable Sandals Project is to coordinate innovative global distribution of gently used sandals to assist with provision of basic human needs and contribute to the alleviation of poverty. To accomplish this goal, the university needs to create a sustainable and systematic means to receive, clean, package, and deliver the donated sandals annually. The project is also to be a means to help Niagara University students experience and manifest the Vincentian value of service by involving students in all aspects of the project.

The BUS 120 class has taken a lead role in the operation of this project. Members of this year's class are being given an opportunity to implement business practices to grow the program. Students will be able to apply to become part of this project and to learn about business practices through firsthand experience. Details about how to become involved with the project for course credit will be forthcoming.