



**MGMT 1013 – Introduction To Business
Summer 2019**

Instructor: Daniel Kennebrew
Section # and CRN: P01 – 31189
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Office Hours: M-R 7-8AM; TR 11-4PM
Mode of Instruction: Face-to-Face

Course Location: Ag/Business Building 217
Class Days & Times: P01 – 8AM
Catalog Description: An overview of business operations and the role of business in modern society. Topics of current interest to the business community will be introduced.

Prerequisites: N/A
Co-requisites: N/A

Required Texts: Nickels, McHugh & McHugh (2010) – *Understanding Business – 11th Edition*, McGraw-Hill Companies, Inc. (using the 8th, 9th or 10th edition of the textbook is acceptable)

Student Learning Outcomes:

	Upon successful completion of this course, students will be able to:	Program Learning Outcome # Alignment	Core Curriculum Outcome Alignment
1	Broaden your understanding of the free enterprise system		
2	Examine how businesses operate in our modern political, social, and economic environment		
3	Provide a general background in the elements and characteristics of business enterprise		
4	Clarify the role of profits in our economic system		
5	Clarify the aspects of business functions such as management, organization, human relations, marketing, accounting, finance, and ethics		
6	Analyze the methods and procedures used by people in business to arrive at effective decisions		
7	Expand and enrich your business vocabulary		
8	Create an awareness of the varied career opportunities in business and to aid in selecting a vocation or enhancing the vocation already selected		
9	Provide an atmosphere in which you can relate personal business experience and philosophies		

Major Course Requirements

Method of Determining Final Course Grade

Course Grade Requirement	Value	Total
1) Current Events	100	10%
2) Mid-Term Project	50	5%
3) Final Business Plan	150	15%
4) Quizzes	100	10%
5) In-Class Work / Homework	200	20%
6) Exam #1	100	10%
7) Exam #2	100	10%
8) Final Exam	200	20%
Total:	1,000	100%

Grading Criteria and Conversion:

- A = 90-100
- B = 80-89
- C = 70-79
- D = 60-69
- F = 0-59

Detailed Description of Major Assignments:

Assignment Title or Grade Requirement

Description

Business Plan

You will be required to complete a **BUSINESS PLAN** with a group in class that will be assigned by the instructor. More information on the business plan will be provided later in the semester. Business plans are documents used for planning out specific details about your business. According to Entrepreneur Magazine, typical business plans average 15 to 20 pages. These are broken down into seven components that include the overview or summary of the plan, a description of the business, market strategies, competition analysis, design and development, operations and management, and financial information.

Final Exam

The final exam will be a 100 question (multiple choice) test, cumulative, covering all chapters discussed during the semester and other readings and lecture notes given by the instructor of record.

QUIZZES are given at the beginning of class and **CANNOT** be made up. If a student misses a quiz, he/she automatically receives a 0 **EXCEPT** in cases of university-excused absences. Quizzes cover material that has previously been presented to the class through lecture or via homework assignments.

EXAMINATIONS are given throughout the semester and cover chapters and assigned by the instructor. Examinations, also **CANNOT** be made up unless the circumstance was unavoidable and approved by the professor **BEFORE** the exam time/date. This decision will be made by the instructor. All question forms are usually covered – short answer, true/false, multiple choice, essay and matching. Some exams will be given in class; others will be given online. All extra credit will be allocated to the “Examinations” category. For open book multiple choice test, having a book is **REQUIRED** during that class session. Open book test **CANNOT** be taken without a book!

NO MAKE-UPS ARE GIVEN WITHOUT PRIOR NOTICE! Also, if you know you will be absent on the day an assignment is due or a test will be given, it is **YOUR** responsibility to make arrangements with the instructor.

All out-of-class assignments MUST be typed. If not typed, you will only receive ½ credit.

At the top of each assignment, the following information is required:

Assignment
Team Name (if applicable)
Name (if group assignment, names of all group members)
Date
Class – Time (MGMT 1013 – 8AM)

ALL PAPERS/ASSIGNMENTS MUST BE typed; single-sided; double-spaced; 12 pitch; and stapled once in the upper left-hand corner. Also, no covers/binders will be accepted unless asked for by instructor. **If the paper/assignment is not typed, you will receive only ½ credit!!**

After assignments have been initially collected, any other assignments will be penalized 10% per day until all credit is lost!!!

FINALLY, NO CELL PHONE INTERRUPTIONS WILL BE ALLOWED!!! In the event that it does occur, you may be asked to excuse yourself from class. Also, you will lose 1 point from your final average for every time the instructor believes you are using your cell phone. If there is an emergency, please inform the instructor before class begins and sit towards the back of the classroom.

TIMELINESS IS KEY! If you are more than 5 minutes late to class, you will not be allowed to enter the class session unless instructor has prior notice.

IN CLASS PRESENTATIONS! You will be required to present business ideas and other projects in class. They will be graded on professionalism, creativity and public speaking ability. As the semester goes, your skills are expected to improve and grading will become more demanding.

YOUR FIRST INDIVIDUAL ASSIGNMENT (due by Wednesday, July 10)...

- 1) Go to eCourses and print “ALL ABOUT ME” – complete and bring to class

****CURRENT EVENTS**

**Each current event article summary will be worth 10 points. You are required to do only 10. You will be allowed to turn in additional article summaries for 10 bonus points per submission if you have completed all 10 required article summaries.

You will be **REQUIRED** to find a news article about the class discussion from the previous week and write a summary about the article. **CURRENT EVENTS CAN ONLY BE TURNED ON eCOURSES!!** The article must be from a credible news source (CNN.com, USATODAY.com, chron.com, etc.).

DO NOT USE ABOUT.COM or a COMPANY'S WEBSITE or ANYONE'S BLOG

Your summary should be at least 2 paragraphs. The first paragraph should summarize the article, and the other should explain how the article relates to our class, Introduction to Business. Please, do not copy and paste from the article. If you do, you will not receive any credit for the article summary. **INCLUDE THE WEB ADDRESS TO THE SUMMARY to receive FULL CREDIT!!**

ALL CURRENT EVENTS MUST BE submitted into the eCourses submission box. DO NOT attach your summary – just write it in the box provided and remember to include the link!

EXAMPLE

Current Event Article Summary
Daniel E Kennebrew
MGMT 1013 – (8AM)
August 20, 2013

CBS News has decided to sponsor and implement a diversity program to support promising journalists of color. Two journalists, one producer and one reporter will be selected each year to participate in the program. The program is supposed to begin in January 2005. CBS News President Andrew Heyward stated, "This program is a significant step towards a goal we share with CBS stations across the country: even greater diversity in the newsroom." CBS affiliates and minority journalist organizations will recommend journalists for the program, and CBS News' Director of Recruitment will select and interview the finalists for the program.

This article relates to our class because diversity is important in business. Most individuals want to see individuals of their persuasion sitting in prevalent positions, especially in the journalism industry. It also speaks well of CBS, and their desire to diversify their workplace.

TEST DATES

- Online Test #1 – open 07/12-14
- IN-CLASS Test #1 – 07/15
- Online Test #2 – 07/26-28
- IN-CLASS Test #2 – 07/29
- BUSINESS PLAN DUE – 8/1
- Final Exam – 08/05

CURRENT EVENT DUE DATES – posted on eCourses

- July 10, 11, 15, 16, 17, 18, 23, 24, 25, 29, 30, 31; August 1,5

Weeks	Class Topic for the Week:
Week 1	General Business (ch. 1, 5,6)
	The Economy & Business Cycle (ch. 1, 2, 4)
	Business Competition (ch. 1, 2, 4)
	Starting A Business (ch. 5, 6)
Week 2	Business Ethics (ch. 1, 2, 4)
	Information Systems (ch. B)
	Managing a Business (ch. 7, 10, 11, 13)
	Managing a Business (ch. 7, 10, 11, 13)
Week 3	Human Resources (ch. 7, 10, 11, 13)
	Marketing (ch. 7, 10, 11, 13)
	Marketing (ch. 7, 10, 11, 13)
Week 4	Starting A Business (ch. 5, 6)
	Starting A Business (ch. 5, 6)
Week 5	General Business

Student Support and Success

John B. Coleman Library

The library and its partners have as their mission to provide resources and instructional material in support of the evolving curriculum, as a partner in Prairie View A&M University's mission of teaching, research, and service and to support the University's core values of access and quality, diversity, leadership, relevance, and social responsibility through emphasis on ten key areas of service. It maintains library collections and access both on campus, online, and through local agreements to further the educational goals of students and faculty. <https://www.pvamu.edu/library/>
Phone: 936-261-1500

The Learning Curve (Center for Academic Support)

The Learning Curve offers Tutoring via peer tutoring. The services include workshops (i.e., Save My Semester, Recalculate Your Route), seminars (i.e., Tools You Can Use: TI-84), group review sessions (i.e., College Algebra Topic Reviews, GRE Preparation), group study opportunities (i.e., TSIA, HESI, Study Break, Exam Cram), and test-taking strategies (How to take Notes, Study Buddy, 5 Day Study Guide). The Learning Curve is a nationally certified tutoring program through the National Tutoring Association. The peer tutors are trained and certified by the coordinator each semester. Location: J.B. Coleman Library Rm. 207F. Phone: 936-261-1561

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS)

The Center for the Oversight and Management of Personalized Academic Student Success (COMPASS) is designed to help Prairie View students in their second year and beyond navigate towards graduation by providing the following services: Academic Advisement, Targeted Tutorials for Personalized Learning, Campus-Wide Referrals, and Academic & Social Workshops. Location: J.B. Coleman Library Rm. 306. Phone: 936-261-1040

Writing Center

The Writing Center provides student consultants on all aspects of the writing process and a variety of writing assignments. Writing Center consultations assist students in such areas as prewriting, brainstorming, audience awareness, organization, research, and citation. Students taking on-line courses or courses at the Northwest Houston Center or College of Nursing may consult remotely or by email. Location: Hilliard Hall Rm. 121. Phone: 936-261-3724.

Student Counseling Services

The Student Counseling Services unit offers a range of services and programs to assist students in maximizing their potential for success: short-term individual, couples, and group counseling, as well as crisis intervention, outreach, consultation, and referral services. The staff is licensed by the State of Texas and provides assistance to students who are dealing with academic skills concerns, situational crises, adjustment problems, and emotional difficulties. Information shared with the staff is treated confidentially and in accordance with Texas State Law. Location: Owens-Franklin Health Center Rm. 226. Phone: 936-261-3564

Testing

The Department of Testing administers College Board CLEP examinations, the HESI A2 for pre-nursing majors, LSAT for law school applicants and MPRE for second-year law students, the Experiential Learning Portfolio option, the Texas Success Initiative (TSI) Assessment, which determines college readiness in the state, and exam proctoring, among other service such as SAT and ACT for high school students. Location: Delco Rm. 141. Phone: 936-261-4286

Office of Diagnostic Testing and Disability Services

As a federally-mandated educational support unit, the Office of Disability Services serves as the repository for confidential disability files for faculty, staff, and students. For persons with a disability, the Office develops individualized ADA letters of request for accommodations. Other services include: learning style inventories, awareness workshops, accessibility pathways, webinars, computer laboratory with adapted hard and software, adapted furniture, proctoring of non-standardized test administrations, ASL interpreters, ALDs, digital recorders, livescribe, Kurtzweil, and a comprehensive referral network across campus and the broader community. Location: Evans Hall Rm. 317. Phone: 936-261-3585

Veteran Affairs

Veterans Services works with student veterans, current military and military dependents to support their transition to the college environment and continued persistence to graduation. The Office coordinates and certifies benefits for both the G.I. Bill and the Texas Hazlewood Act. Location: Evans Hall Rm. 323. Phone: 936-261-3563

Office for Student Engagement

The Office for Student Engagement delivers comprehensive programs and services designed to meet the co-curricular needs of students. The Office implements inclusive and accessible programs and services that enhance student development through exposure to and participation in diverse and relevant social, cultural, intellectual, recreational, community service, leadership development and campus governance. Location: Memorial Student Center Rm. 221. Phone: 936-261-1340

Career Services

Career Services supports students through professional development, career readiness, and placement and employment assistance. The Office provides one-on-one career coaching, interview preparation, resume and letter writing, and career exploration workshops and seminars. Services are provided for students at the Northwest Houston Center and College of Nursing in the Medical Center twice a month or on a requested basis. Distance Learning students are encouraged to visit the Career Services website for information regarding services provided. Location: Evans Hall Rm. 217. Phone: 936-261-3570

University Rules and Procedures

Disability Statement (Also See Student Handbook):

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, in Evans Hall, Room 317, or call 936-261-3585/3.

Academic Misconduct (See Student Handbook):

You are expected to practice academic honesty in every aspect of this course and all other courses. Make sure you are familiar with your Student Handbook, especially the section on academic misconduct. Students who engage in academic misconduct are subject to university disciplinary procedures.

Forms of Academic Dishonesty:

1. Cheating: deception in which a student misrepresents that he/she has mastered information on an academic exercise that he/she has not mastered; giving or receiving aid unauthorized by the instructor on assignments or examinations.
2. Academic misconduct: tampering with grades or taking part in obtaining or distributing any part of a scheduled test.
3. Fabrication: use of invented information or falsified research.
4. Plagiarism: unacknowledged quotation and/or paraphrase of someone else's words, ideas, or data as one's own in work submitted for credit. Failure to identify information or essays from the Internet and submitting them as one's own work also constitutes plagiarism.

Nonacademic Misconduct (See Student Handbook)

The university respects the rights of instructors to teach and students to learn. Maintenance of these rights requires campus conditions that do not impede their exercise. Campus behavior that interferes with either (1) the instructor's ability to conduct the class, (2) the inability of other students to profit from the instructional program, or (3) campus behavior that interferes with the rights of others will not be tolerated. An individual engaging in such disruptive behavior may be subject to disciplinary action. Such incidents will be adjudicated by the Dean of Students under nonacademic procedures.

Sexual Misconduct (See Student Handbook):

Sexual harassment of students and employers at Prairie View A&M University is unacceptable and will not be tolerated. Any member of the university community violating this policy will be subject to disciplinary action.

Title IX Statement

Prairie View A&M University (PVAMU) is committed to supporting students and complying with the Texas A&M University System non-discrimination policy. It seeks to establish an environment that is free of bias, discrimination, and harassment. If you experience an incident of sex- or gender-based discrimination, including sexual harassment, sexual assault or attempted sexual assault, we encourage you to report it. While you may talk to a faculty member about an incident of misconduct, the faculty member must report the basic facts of your experience to Ms. Alexia Taylor, PVAMU's Title IX Coordinator. If you would like to speak with someone who may be able to afford you privacy or confidentiality, there are individuals who can meet with you. The Title IX Coordinator is designated to handle inquiries regarding non-discrimination policies and can assist you with understanding your options and connect you with on- and off-campus resources. The Title IX Coordinator can be reached by phone at 936-261-2123 or in Suite 013 in the A.I. Thomas Administration Building.

Class Attendance Policy (See Catalog for Full Attendance Policy)

Prairie View A&M University requires regular class attendance. Attending all classes supports full academic development of each learner whether classes are taught with the instructor physically present or via distance learning technologies such as interactive video and/or internet.

Excessive absenteeism, whether excused or unexcused, may result in a student's course grade being reduced or in assignment of a grade of "F". Absences are accumulated beginning with the first day of class during regular semesters and summer terms. Each faculty member will include the University's attendance policy in each course syllabus.

Student Academic Appeals Process

Authority and responsibility for assigning grades to students rests with the faculty. However, in those instances where students believe that miscommunication, errors, or unfairness of any kind may have adversely affected the instructor's assessment of their academic performance, the student has a right to appeal by the procedure listed in the Undergraduate Catalog and by doing so within thirty days of receiving the grade or experiencing any other problematic academic event that prompted the complaint.

TECHNICAL CONSIDERATIONS

Minimum Recommended Hardware and Software:

- Intel PC or Laptop with Windows 7; Mac with OS X; Smartphone or iPad/Tablet with Wi-Fi
- High speed Internet access
- 8 GB Memory
- Hard drive with 320 GB storage space
- 15" monitor, 800x600, color or 16 bit
- Sound card w/speakers
- Microphone and recording software
- Keyboard & mouse
- Most current version of Google Chrome, Safari, Internet Explorer or Firefox

Note: Be sure to enable Java & pop-ups in the Web browser preferences

Participants should have a basic proficiency of the following computer skills:

- Sending and receiving email
- A working knowledge of the Internet
- Proficiency in Microsoft Word (or a program convertible to Word)
- Proficiency in the Acrobat PDF Reader
- Basic knowledge of Windows or Mac O.S.

Netiquette (online etiquette):

Students are expected to participate in all discussions and virtual classroom chats as directed. Students are to be respectful and courteous to others on discussions boards. Foul or abusive language will not be tolerated.

Technical Support:

Students should go to <https://mypassword.pvamu.edu/> if they have password issues. The page will provide instructions for resetting passwords and contact information if login issues persist. For other technical questions regarding eCourses, call the Office of Distance Learning at 936-261-3283

Communication Expectations and Standards:

Emails or discussion postings will receive a response from the instructor, usually in less than 48 hours. Urgent emails should be marked as such. Check regularly for responses.