CRN 33205, MGMT 1013-Z01, ONLINE
INTRODUCTION TO BUSINESS
1ST Summer 2021

Instructor: Ballentine

Section # and CRN: MGMT 1013-Z01, CRN – 33205
Office Location: Ag/ Business Bldg., Rm 360
Cell Phone: 713-851-0991
Email Address: weballentine@pvamu.edu
Office Hours: By appt.
Mode of Instruction: ONLINE

Course Location: ONLINE
Class Days & Times: Monday – Thursday, 12:00 PM – 2:50 PM

Course 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: None
Co-requisites: None

Required Texts: McGraw-Hill’s Connect Master 2.0 Introduction to Business
ISBN13: 9781264007394

Student Learning Outcomes – Upon successful completion of this course, students will be able to:

<table>
<thead>
<tr>
<th>Learning Outcomes</th>
<th>Assessment Methods</th>
<th>Learning/Practice Activities</th>
<th>Content Delivery/Exploration Methods</th>
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</thead>
<tbody>
<tr>
<td>Broaden one’s understanding of the free enterprise system</td>
<td>Reading, Quizzes and Practical Exercises</td>
<td>Module 1,2 &amp; 3</td>
<td>Reading, internet, and Practical Exercises</td>
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<tr>
<td>Explain business functions such as – management, organization, human relations, marketing, accounting, finance, and ethics</td>
<td>Reading, Quizzes, Discussion Question and Written Analysis of Issues in Business</td>
<td>Module 3</td>
<td>Internet, Peer-to-Peer Responses and Academic Research papers</td>
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Provide basic knowledge of the characteristics of business enterprise

- Videos demonstrating the items required to create and develop a Writing Exercises. Learn to itemize the necessary pieces to build a successful plan.
- Students will develop a Writing Exercises with all the necessary elements detailed.
- Provide a written breakdown of what comprises critical analysis and what should be included.

Define the role of profits in our economic system and business

- Reading, Practical Exercises & Quizzes
- Students will review video of Break-even Analysis and complete an exercise using provided worksheet and numbers to calculate same.
- YouTube presentations and do a “work sheet” that requires calculation and interpretation.

Demonstrate an ability to integrate and communicate the above-mentioned concepts through quantitative analysis, written assignments, oral presentations, and case studies.

- Paper that should contain all the elements to develop a successful launch of a product
- Researching, writing, and producing a comprehensive document about how to achieve a company’s marketing objective requires critical thinking.
- This will be done through a series of videos, reading assignments and discussions.

Expectations are simple: Practice using the techniques and principles of good business operations. As you learn the various aspects of these operations, monitor your progress and understanding that will allow you to demonstrate that you have mastered these principles which you will employ in the “real” world. You are limited only by your personal effort. **Do not** let other things distract you from your capability to be successful.

**One other expectation:** You will be given tasks like those required in the real world. Approach them as you would in your job. In this real world, excuses mean you did not do your assigned responsibility. (No one cares why – you F-A-I-L-E-D to do what was supposed to be done. Thus, you will pay the consequences – anything from demotion to being fired would be the result – because someone else really wants your position and will do what is necessary to get-and-keep it).

**Major Course Requirements**

**Determining Final Course Grade**

<table>
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<tr>
<th>TOTAL POINTS Possible</th>
<th>1535 MAX</th>
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<tbody>
<tr>
<td>A =</td>
<td>1382 Minimum</td>
</tr>
<tr>
<td>B =</td>
<td>1228 Minimum</td>
</tr>
<tr>
<td>C =</td>
<td>1075 Minimum</td>
</tr>
<tr>
<td>D =</td>
<td>921 Minimum</td>
</tr>
</tbody>
</table>

Grading Criteria and Conversion:
A = 90% or Better
B = 80% - 89%
C = 70% - 79%
D = 60% - 69%
F = 59% or Less

COVID-19 Campus Safety Measures

To promote public safety and protect students, faculty, and staff during the coronavirus pandemic, PVAMU has adopted policies and practices to limit virus transmission.

- **Self-monitoring** - Students should follow CDC recommendations for self-monitoring. Students who have a fever or exhibit symptoms of COVID-19 should participate in class remotely and should not participate in face-to-face instruction.

- **Face Coverings** - Face coverings (cloth face covering, surgical mask, etc.) are recommended in classrooms, teaching laboratories, common spaces such as lobbies and hallways, public study spaces, libraries, academic resource and support offices, and outdoor spaces where 6 feet of physical distancing is difficult to reliably maintain.

- **Physical Distancing** - Physical distancing should be maintained between students, instructors, and others in course and course-related activities where possible.

- **Personal Illness and Quarantine** - Students required to quarantine are to participate in courses and course-related activities remotely and must not attend face-to-face course activities. Students should notify their instructors of the quarantine requirement. Students under quarantine are expected to participate in courses and complete graded work unless they have symptoms that are too severe to participate in course activities. Students experiencing personal injury or illness that is too severe for the student to attend class qualify for an excused absence. To receive an excused absence, students must provide appropriate documentation to the Office for Student Conduct, studentconduct@pvamu.edu.
Week 1 =
June 1 - 6

Welcome to the Business World
Are you ready for class?

Reading Assignment
Fundamentals of the Business World

Power Point
The World of Business pptx

Homework
Business Strategy

NOTE: Each week (by 12:00 AM = midnight) Sunday, you will be expected to have read the assigned chapter, the weekly homework and take the quiz. This accounts for 22% of your grade. I allow you to “catch up” but you will be penalized by receiving a 70% score for each assignment being submitted late. Additionally, quizzes will not be re-opened if missed.

Homework
Business Definition

Quiz
Fundamentals of Business Quiz

Power Point
Economic Effects on Business pptx

Homework
Marketplace Economics

Homework
N95 Mask Market

NOTE: Each week (by 12:00 AM = midnight) Sunday, you will be expected to have read the assigned chapter, the weekly homework and take the quiz. This accounts for 22% of your grade. I allow you to “catch up” but you will be penalized by receiving a 70% score for each assignment being submitted late. Additionally, quizzes will not be re-opened if missed.

Quiz
Economics & Market Type Quiz

Reading Assignment
Entrepreneurship: From Start-up to Growth

Power Point
Entrepreneurship pptx

Writing Assignment
Recommending a Form of Business Structure

Quiz
Entrepreneurship Quiz
NOTE: Each week (by 12:00 AM = midnight) Sunday, you will be expected to have read the assigned chapter, the weekly homework and take the quiz. This accounts for 22% of your grade. I allow you to “catch up” but you will be penalized by receiving a 70% score for each assignment being submitted late. Additionally, quizzes will not be re-opened if missed.

June 13

EXAM 1 = 100

June 7 – 13

Acting Ethically and Being Socially Responsible

Demanding Ethical Behavior.pptx

Acting Ethically -- Critical Analysis

June 20

Exam 2 = 100

Week 3 =

Leadership Quiz

June 14 - 20

Organizational Behavior

Structuring an Organization.pptx

NOTE: Each week (by 12:00 AM = midnight) Sunday, you will be expected to have read the assigned chapter, the weekly homework and take the quiz. This accounts for 22% of your grade. I allow you to “catch up” but you will be penalized by receiving a 70% score for each assignment being submitted late. Additionally, quizzes will not be re-opened if missed.
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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, live-scribe, 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 Hazelwood 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 discussion 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.

**Discussion Requirement:**
Online courses often require minimal to no face-to-face meetings. However, conversations about the readings, lectures, materials, and other aspects of the course can take place in a seminar fashion. This will be accomplished by the use of the discussion board. The exact use of discussion will be determined by the instructor.

**It is strongly suggested** that students type their discussion postings in a word processing application and save it to their PC or a removable drive before posting to the discussion board. This is important for two reasons: 1) If for some reason your discussion responses are lost in your online course, you will have another copy; 2) Grammatical errors can be greatly minimized by the use of the spell-and-grammar check functions in word processing applications. Once the post(s) have been typed and corrected in the word processing application, it/they should be copied and pasted to the discussion board.