

COLLEGE OF BUSINESS
ILLINOIS STATE UNIVERSITY

BUS 100 Enterprise: An Introduction to Business
Fall 2026

COB Mission: Through our shared commitment to excellence in teaching, research, and service, we prepare students to be skilled and ethical business professionals who will make significant positive contributions to organizations, to communities, and to our larger society.

Vision: The first choice for business education in Illinois

Core Values:

- We value excellence in instruction and enhanced *student learning*. The College of Business supports the Illinois State University tradition of excellence in teaching. We attempt to provide a holistic approach to learning, relying on excellent classroom teaching but reaching beyond to provide mechanisms for students to engage faculty, industry and each other through experiential learning and individualized attention.
- We value a dedication to *knowledge creation*. Intellectual contributions and the intellectual discipline required of high-quality scholarship are directly related to excellence in the classroom and in our service activities. Most of the efforts of the faculty will fall in the area of discipline-based scholarship as currently defined, but we also value intellectual contributions in the areas of interdisciplinary research, learning and pedagogy, and contributions to practice.
- We value a commitment to *citizenship* in and service to our institution, state, and nation. Our commitment to a dynamic global business environment demands that we take an active role, both as individuals and as a college of business, in the institutional and public processes related to our disciplines.
- We value a culture of *shared governance*. We operate in an environment of shared governance and we commit ourselves to an active role in campus shared governance processes.
- We value *balanced excellence* in the classroom, in research and intellectual contributions, and in service to our institution, our disciplines, and to the local, state, national and international communities.
- We value *high ethical standards*, as embodied in our Standards of Professional Behavior and Ethical Conduct (<http://business.illinoisstate.edu/downloads/about/COB-ethics-projection.pdf>). As a community of scholars and business professionals, we strive to embody the characteristics of responsibility, honesty, trust, respect, and fairness in our professional and personal lives.

Academic Integrity

Students enrolled in College of Business classes are expected to maintain high standards of ethical conduct within the classroom and when completing assignments, projects, and/or exams. Plagiarism and other forms of academic dishonesty such as cheating will not be tolerated. Students are expected to provide appropriate citations for non-original writing even if the original work is paraphrased, no matter the type of assignment. Penalties for plagiarism and other forms of academic dishonesty may be severe. Consequences will be assigned on a case-by-case basis. All ball caps must be removed or flipped during exams and no restroom visits will be allowed.

Course Description

"Enterprise" is another name for business, with connotations of growth, dynamism, entrepreneurship, and creativity. The goal of the course is to introduce you to the exciting and interesting world of business enterprise. We hope to whet your appetite and give you a taste of the topics and skills necessary to lead a firm to compete in the global and changing world of business.

In today's business world, the greatest success and financial reward will go to the person who can make decisions, think critically, understand relationships, bring out the best in others, and communicate effectively, as well as understand the content and context of the business environment. Enterprise will emphasize decision-making, critical thinking, communications, teamwork, and the study of critical foundational business content.

Learning Outcomes

1. Identify basic concepts of accounting, business management, marketing, finance, law and insurance, broadly looking at the various functions and their inter-relationships.
2. Describe the dynamic nature of business and the impact of social, ethical, technological, legal, political and other environmental factors on business, as well as the typical day-to-day issues.
3. Develop and improve the professional business habits and skills needed to enhance a successful business career, including critical and analytical thinking, oral and written communication, goal setting, decision making, ethics, social responsibility, and teamwork.
4. Consider different majors/career paths within the College of Business and determine the best fit for you.

Professional Standards

Students are expected to be familiar with and abide by the "College of Business Standards of Professional Behavior and Ethical Conduct". Please note that only bottled water may be consumed in the classroom wing of the State Farm Hall of Business Building and that all cell phones and other electronic devices should be turned off and stored away during classes, unless permission is otherwise granted by the instructor. Please plan to arrive on time and stay for the entire class period unless the instructor is notified before class. Show respect to class guests and others at all times.

COURSE INFORMATION

Course Number & Title	BUS 100 – Enterprise
Prerequisites	ENG 101 or COM 110 or concurrent reg required
Time and Location	Sect 18 – T/R 2:00pm – 3:15pm SFHB 132

INSTRUCTOR INFORMATION

Instructor	Cass Hermacinski, MBA, SHRM-CP
Phone/e-mail	Office 438-7467/ caherm2@ilstu.edu
Office Location	State Farm Hall of Business 121
Office Hours	M/W 9:30am – 10:30am T/R 11:00am – 12:00pm and by appt.
Teaching Assistant (TA); Location	Kristian Wiles; SFHB 121
Contact Info/Office Hours	kjwile2@ilstu.edu ; T/R 12:00pm – 1:00pm

RESOURCES/MATERIALS

Textbook: (Required) Foundations of Business, 7th Edition: Pride, Hughes, Kapoor
Cengage, 2023 w/ Mindtap Access

GENERAL COURSE INFORMATION AND POLICIES

ACADEMIC DISHONESTY: Action will be taken against a student because of academic dishonesty. Plagiarism, cheating, and knowingly supplying false or misleading information will result in consequences that align with the severity of the infraction. Disciplinary action may include but is not limited to zero points for an assignment, failure of a course, and/or dismissal from Illinois State University. If such infractions are suspected, an investigation will be undertaken pursuant to Illinois State University's Academic Integrity Policy. Students are permitted to use AI to **assist** in completing assignments with proper attribution given in the assignment. The submission must be the original work of the student and can only have AI attribution for assistance in completion (e.g. grammar, formatting, etc.). If there is no proper attribution, the student will be charged with an academic dishonesty infraction. More information is available later in the syllabus regarding what is and is not acceptable use of AI.

ATTENDANCE POLICY: Attendance is expected and required in this course. Attendance is taken at the start of each session. No late arrivals are allowed. If you arrive after the class has started, you will be marked absent and ineligible to receive any points for the in-class work assigned for that day.

CLASSROOM CONDUCT POLICY: Students are expected to behave professionally in the classroom, be respectful towards the instructor and fellow classmates, and ensure their behaviors do not disrupt or interfere with class activities. Disruptive behavior either in the classroom or online will not be tolerated. Disruptive behavior is any behavior that is seen as interfering with normal classroom functions. Instructors have the authority and professional obligation to maintain a positive and conducive learning environment for all students. To that end, the following expectations will be enforced:

- DO arrive to class on time and remain in class for the entire class period.
- DO turn off and put away all cell phones, smartphones, and other electronic devices during class periods unless the instructor has provided permission to use the devices.
- DO be attentive and involved throughout the entire class period. Naptime during class ended in kindergarten.
- DO keep your language professional and free of profanity.
- DO NOT carry on distracting side conversations including speaking out of turn or monopolizing discussion.
- DO NOT be disrespectful in speech or actions to the instructor or fellow classmates.
- DO NOT show audible and visible signs of restlessness, boredom, disengagement, or hostility.

NETIQUETTE:

The expectations of students in this course when participating in the virtual classroom, attending virtual meetings with the professor, and/or participating on discussion boards (written or video).

- Keep in mind that you are taking a college class. Something that would be inappropriate in a traditional classroom is also inappropriate in an online classroom.
- Keep your video on and your audio on mute if you're not talking.
- Raise the hand icon to speak or use the chat function to ask a question in the comments section and wait for the instructor to call on you.
- Dress appropriately. Don't wear your pajamas or decide that a shirt or pants are optional pieces of clothing.
- Do not participate in class while lying in bed, walking around the room, or sharing your hygiene or eating habits with the class/instructor.

Students who exhibit behavior deemed to be disruptive may be dismissed from the class and will (1) be marked as absent, (2) lose points on assignments submitted that day, (3) be required to meet with the instructor and/or administration depending on the severity of the disruption and not allowed to return to class until resolved.

EXTRA CREDIT: No extra credit opportunities will be provided based on individual requests. This policy is in place to be fair to all students. Extra credit may, however, be offered to all students at times as the instructor sees fit.

FREE RIDING: Teamwork is often required. Free riding sometimes occurs in teamwork; free riding occurs when one or more members of a team fail to contribute to the team's work and discussions. Symptoms of free riding include (but are not limited to) no clear conceptual contribution to an assignment/project, ignoring team member emails, absences from team meetings, and failure to meet team deadlines.

Here are some things you should know about how I handle free riders:

- I am prepared to help if your team runs into a problem with free riding.
- I am also comfortable with giving free riders a lower grade or a zero on a team presentation or other team assignments.
- If you do run into a problem, the free rider should be informed as clearly and as early and as often as possible that your team is dissatisfied with the person's contributions.
- Make sure that your team's free rider problem is documented by e-mails or text record.
- If there is clear evidence of no contribution (see 3 and 4 above), the non-performing team member will be removed from the team and/or receive an adjusted grade.

IN-CLASS ACTIVITIES: Throughout the semester, we will have a series of activities to complete that will reinforce the material we are covering. These activities will often be completed in groups and submitted as a hard copy at the end of class. Students are only eligible for credit if they are in attendance.

BONGO ASSIGNMENTS: Throughout the semester, you will complete a series of specialized presentation assignments deployed via Bongo within the MindTap platform. These assignments are designed to develop your executive communication skills and will require you to submit structured video recordings addressing various core business topics. The deliverables vary in point value, and specific modules utilize the Bongo platform's automated scoring features. To maximize your grade and refine your presentation delivery, I highly encourage an iterative approach: complete multiple recording attempts and upload only your highest-quality performance for final evaluation.

MINDTAP CHAPTER ASSIGNMENTS: Students will be assigned an "Apply It" and "Case Study" assignments for each chapter that we cover (16 total of each). These assignments will be due on the Sunday evening of the week that we cover the respective chapter. Each of these assignments is worth 5 points. The lowest score for each category will drop at the end of the semester.

BUSINESS BIRD READY (IN BBR SITE): There will be assignments due through the Business Bird Ready resources. Staff from that office will be in class to explain how BBR works. These assignments will be for credit and will be noted as BBR in the course calendar. The two that must be completed are the "Getting Started" and "LinkedIn" badges. There will be a couple badges that can be completed for extra credit which will be shared later in the semester.

RESUME AND LIBRARY ASSIGNMENTS: These are required assignments as part of the BUS 100 curriculum. We will work on creating resumes in this class, and we will have our library representative visit us to discuss library resources and complete a library assignment. These assignments are worth 25 points each.

EXIT QUIZZES: Throughout the semester, we will have 9 exit quizzes that will test your knowledge on the content we cover for the day. These quizzes are meant to reinforce the material we are learning. Each of these exit quizzes will be taken at the end of the class session and count for 30 points. Students will only be eligible for credit on these quizzes if they are in attendance for the class period.

EXAMS: There are no exams scheduled for this course!

GROUP BUSINESS PLAN PROJECT: This project will serve as the final examination for the course. Student groups will develop an original product or service they believe addresses a market need, then build a comprehensive business plan around their idea. The project will culminate in a presentation modeled after *Shark Tank*, where teams will pitch their concept. This experience is designed to immerse students in the key functional areas of business covered throughout the semester and demonstrate how these areas are interconnected. Additional details and guidelines will be available on Canvas.

LATE WORK: Students are expected to demonstrate professional level skills in all areas. For this class, there is zero tolerance for not turning in all assignments on time and for not being prepared for class. Even pre-approved excused absences must submit assignments on time via email or Canvas unless extenuating circumstances exist. The instructor will make the final determination regarding whether those circumstances are extenuating or not.

MAKE-UP POLICY: Make-up exams and quizzes are only allowed if the instructor is notified well in advance by the student that he/she is unable to attend the day of a quiz or exam and the instructor excuses the absence. Failure to properly notify the instructor and have that absence approved by the instructor will result in a "0" for that exam or quiz. Students missing an exam for a school-related activity are expected to make arrangements to take the quiz or exam prior to their absence unless approved by the instructor to take upon their return.

USE OF TECHNOLOGY IN CLASS: Students can use laptops in class to take notes, but are not permitted to email, check their social media, or snapchat! Lectures or classes may not be recorded or photos taken of lecture materials used in class unless you have a letter of accommodation for a specific disability. Recording devices can make individuals feel less free to express themselves and can therefore constrain discussion. Additionally, it raises FERPA concerns and may violate copyright laws.

FINAL GRADES: I am not in the habit of curving or inflating grades at the end of the semester. Do not approach me at the end of the semester to “grade grab” the next highest grade. Doing so will almost certainly hurt your reputation with me. There are rare instances where I will round a grade, but that will be based on attendance/participation and overall effort in the course.

RESPECT: Students are expected to show respect to the instructor and to fellow classmates. Remember, we can learn a lot from the differing perspectives of those around us. As you share your thoughts and your work with each other, try to challenge yourself to think differently, and push yourself to understand other’s viewpoints. No headphones, please, during class time. Students who use the computer for non-class work will be asked to desist or leave the class.

HOW TO BE SUCCESSFUL: This course is an introductory business class designed to serve several important purposes. First, it will expose you to the world of business and the many complexities involved in being successful within it. Second, it will help you begin identifying which area of business interests you and may ultimately guide your academic and career path.

While these are the two primary goals of the course, I am keenly aware that I serve as one of your first points of contact in the College of Business (COB) at Illinois State University, and I take that responsibility seriously. If you were to look at the other courses I teach, you would see that I typically work with juniors and seniors, which means that many of you may not encounter me again until much later in your academic careers – if at all. Because of this, I view this course as an opportunity to help set the tone and expectations for your time in the COB.

In this class, you will be treated as adults and be expected to act professionally from day one. This does not mean the course cannot be enjoyable - I firmly believe that people learn best when they are engaged and having fun. At the same time, you should expect to be challenged. The assessments in this course (particularly the exit quizzes and the business plan project) will require a significant investment in time and effort to be successful. In addition, there will be several assignments throughout the semester that you will need to keep up with.

Ultimately, if you stay organized, remain engaged, and consistently apply yourself, you will be successful in this course. I am here to support you, so please do not hesitate to reach out if you need help or guidance. Take advantage of the resources available to you and build connections with your classmates so that you can make the most of your experience in this course and academic career in the COB.

EXPECT THE BEST OF YOURSELF: Business is all around us and you are already a bit of an “expert” from shopping and just living. This class is going to give you the terminology and the basis for you to better understand what you already observe.

GENERATIVE AI USE IN THIS COURSE IS WELCOME WITH PROPER ATTRIBUTION.

In this course, students can use generative AI tools (such as ChatGPT or Adobe Firefly) to complete assigned work, so long as the use of generative AI tools is properly disclosed through in-text citations, quotations, and references. Please refer to the style manual that aligns with your discipline for specific guidelines for attribution. Note that any use of generative AI must be both responsible and ethical. This means that students using generative AI are required to comply with all privacy laws and research requirements to protect data and must have appropriate permissions to enter data into a generative AI tool. Students should clarify any questions on whether data or information may be entered into a generative AI tool with the instructor.

***Excused Student Absences Due to Communicable Disease, Bereavement or Military Service—These are the ONLY exceptions for attendance points or missing/late assignments and exams. Read the policies to make sure you understand your responsibility.

<https://policy.illinoisstate.edu/students/2-1-30.shtml> Communicable Disease

<https://policy.illinoisstate.edu/students/2-1-27.shtml> Bereavement

Limited Excused Absence for Military Service

In accordance with state laws and regulations (330 ILCS 60/5.2), a service member enrolled in an institution of higher learning who is unable, because of his or her military service, to attend classes on a particular day or days has the right to be excused and to reschedule a course examination administered on such day or days. The faculty and administrative officials shall make available to the service member an opportunity to make up any examination he or she has missed because of his or her military service.

GRADING POLICIES

A	90-100%
B	80-89.99%
C	70-79.99%
D	60-69.99%
F	Below 60%

Your grade will be based solely on the points you earn utilizing the distribution below:

Percentage of Grade	Requirements	Points
5%	Business Bird Ready (Getting Started & LinkedIn Badges)	50
5%	Resume & Library Assignments	50
23%	In-Class Activities/Bongo Assignments	230
15%	Mindtap Assignments – “Apply It” & Case Study	150
27%	Exit Quizzes (9 @ 30 points/each)	270
25%	Group Business Plan Project	250
100%	Total Possible Points	1000

Assignments, calendar and requirements may be changed at the discretion of the instructor.

ACCOMMODATION FOR STUDENTS WITH DISABILITIES

Any student in need of a special accommodation should contact the staff in the Office of Disability Concerns at 438-5853 (voice) or 438-8620 (TDD).

Course Outline BUS 100 (Sect. 18) T/R 2:00-3:15pm Fall 2026

Date	Modality	Class Agenda	Assignments/Due Dates/Points
Tues, Aug 18	Classroom	Course Introduction Cengage/Mindtap Registration LockDown Browser Practice Quiz	LockDown Browser Practice Quiz due Wed, Aug 19 EC Syllabus Quiz due Sun, Aug 23
Thurs, Aug 20	Classroom	<i>Exploring the World of Business & Economics</i> Exit Quiz #1	Ch. 1 Mindtap Assignments due Sun, Aug 23
Tues, Aug 25	Classroom	<i>Ethics & Social Responsibility in Business</i> Exit Quiz #2 AI in Action: Corporate Social Responsibility (CSR) & Ethics Assigned	Ch. 2 Mindtap Assignments due Sun, Aug 30 AI in Action: Corporate Social Responsibility (CSR) & Ethics due Sun, Aug 30
Thurs, Aug 27	Online	Watch <i>Mugshots: Enron & Worldcom</i>	Complete <i>Enron & Worldcom Worksheet</i> – submit to Canvas
Tues, Sept 1	Classroom	<i>Global Business</i> Exit Quiz #3 AI in Action: Strategic Market Entry Evaluation Assigned	Ch. 3 Mindtap Assignments due Sun, Sept 6 AI in Action: Strategic Market Entry Evaluation due Sun, Sept 6
Thurs, Sept 3	Classroom	Introduce Shark Tank Group Project	Team Working Agreement due Sun, Sept 6
Tues, Sept 8	Classroom	<i>Business Communication & Professionalism</i> Begin Resume Assignment	Activity due Wed, Sept 9 – Submit to Canvas Resume Rough Draft due in class Thurs, Sept 17
Thurs, Sept 10	Classroom	<i>Part 2: Business Ownership & Entrepreneurship</i> Exit Quiz #4 Connect It Part 2: Choosing Your Favorite Form of Business Ownership Assigned	Ch. 4 & 5 Mindtap Assignments due Sun, Sept 13 Connect It Part 2: Choosing Your Favorite Form of Business Ownership due Sun, Sept 13
Tues, Sept 15	Classroom	Library Session	Library Assignment due Wed, Sept 16
Thurs, Sept 17	Classroom	Peer Review Resumes	Resume Final Draft due Sun, Sept 20
Tues, Sept 22	Classroom	(BBR) Presentation	
Wed, Sept 23	Bone	Students must attend "Navigating Career Fairs" (5pm-7pm)	Attendance will be taken Reflections for this event due Sun, Sept 27
Thurs, Sept 24	Classroom	<i>Management & Leadership</i> Exit Quiz #5 Connect It: Developing a Presentation on Effective Teams Assigned	Ch. 6 & 7 Mindtap Assignments due Sun, Sept 27 Connect It: Developing a Presentation on Effective Teams due Sun, Oct 4

Tues, Sept 29	No Class	Students must attend Career Fair in Bone (2pm-5pm)	Attendance will be taken
Thurs, Oct 1	Classroom	<i>Producing Quality Goods & Services</i> Exit Quiz #6	Ch. 8 Mindtap Assignments due Sun, Oct 4
Tues, Oct 6	Classroom	Work on Shark Tank Project	
Thurs, Oct 8	Online	Work on Shark Tank Project	
Tues, Oct 13	Classroom	<i>Part 4: Human Resources (Part 1)</i> Exit Quiz #7	Ch. 9 & 10 Mindtap Assignments due Sun, Oct 18
Thurs, Oct 15	Classroom	<i>Part 4: Human Resources (Part 2)</i> Connect It Part 4: Motivating Future Interns Assigned	Connect It Part 4: Motivating Future Interns due Sun, Oct 18
Tues, Oct 20	Classroom	<i>Part 5: Marketing (Part 1)</i> Exit Quiz #8	Ch. 11-14 Mindtap Assignments due Sun, Nov 1
Thurs, Oct 22	Classroom	<i>Part 5: Marketing (Part 2)</i> Connect It Part 5: Determining a Market Research Plan for a New Product Assigned	Connect It Part 5: Determining a Market Research Plan for a New Product due Sun, Oct 25
Tues, Oct 27	Classroom	<i>Mastering Financial Management</i> Exit Quiz #9 <i>Using Management and Accounting Information</i>	Ch. 15 & 16 Mindtap Assignments due Sun, Nov 1
Thurs, Oct 29	Online	Work on Shark Tank Project <i>Risk Management & Insurance</i>	
Tues, Nov 3	Classroom	Work on Shark Tank Project	
Thurs, Nov 5	Classroom	Work on Shark Tank Project	Business Bird Ready (BBR) assignments due Sun, Nov 8
Tues, Nov 10	Classroom	Work on Shark Tank Project	Shark Tank Project due Wed, Nov 11
Thurs, Nov 12	Classroom	Shark Tank Presentations	
Tues, Nov 17	Classroom	Shark Tank Presentations	
Thurs, Nov 19	Classroom	Shark Tank Presentations Complete Course Evaluations	
Tues, Nov 24		Fall/Thanksgiving Break	
Thurs, Nov 26		No Classes All Week	
Tues, Dec 1	TBD	Open	
Thurs, Dec 3	TBD	Open	
Dec 7-11		No Final Exam Date & Time: TBD	Total Class Points: 1,000

***The instructor reserves the right to change this course outline at any time.