



**COLLEGE OF BUSINESS
ILLINOIS STATE UNIVERSITY
Enterprise (BUS 100) Section 4
Fall 2026**

MISSION STATEMENT

At Illinois State University's College of Business, through our shared commitment to excellence in learning, we prepare students to become skilled business professionals who think critically, behave ethically, and make significant contributions to organizations, communities, and our global society.

VISION STATEMENT

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 Standards. 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.

LINKING THE MISSION, VISION, CORE VALUES, STRATEGIC GOALS & ACTION STEPS

- Our mission is who we are, who we serve, and why we exist. We strive to achieve our vision. Our core values are the foundation for determining our strategic goals. Our action steps are measurable and help track progress toward our strategic goals.

WHAT IS THIS COURSE ABOUT?

"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.

Enterprise will build upon the skills you have developed or are developing in ENG 101 and COM 110 in the context of business. Lectures, class discussions, in-class and out-of-class assignments are designed to develop your evaluative, analytical, and critical thinking skills while examining topics related to business. Rarely will a formula solve the problems facing a business. Creativity is needed to apply concepts, so "in the box" solutions learned in books can be applied to create "out of the box" possibilities to help an enterprise grow and develop in the global economy.

In today's business world, the greatest success and financial reward will go to the person who has the ability to 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.

All in all, the purpose of this course is to illuminate ideas and values that lead to successful business practices. This course will help you begin the development of a variety of skills that will serve you while you are enrolled in Illinois State University's College of Business and for a lifetime.

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.

WHAT ARE THE COURSE SPECIFICS?

Instructor:	Donna M. Wiencek Instructional Assistant Professor
Course Number & Title:	Enterprise (BUS 100) Section 4
Prerequisites:	ENG 101 or COM 110 or concurrent registration required
Credit Hours:	3
Time and Location:	Monday and Wednesday 9:35 AM – 10:50 AM SFHB 356

HOW CAN YOU REACH ME?

Email: dmwienc@ilstu.edu

Office Phone: 309-438-7652

Office Hours: Monday, 11:00 AM – 12:00 PM and by appointment

Office Location: SFHB 110

LEARNING MANAGEMENT SYSTEM AND REQUIRED COURSE MATERIALS

CANVAS

This site provides you with all course documents, including the syllabus, course schedule, assignments, and grade information. Supplemental material will be posted as an announcement in Canvas every week, which will be beneficial to you and your professional career. Please read all posted supplemental material for each chapter.

- To access Canvas, go to <https://canvas.illinoisstate.edu/> and log in through ISU's Central Login. If you need assistance with Canvas, please contact the Technology Support Center at supportcenter@illinoisstate.edu.

REQUIRED COURSE MATERIALS

Foundations of Business
7th Edition
Pride, Hughes and Kapoor
2023 Cengage Learning, Inc.

ISBN #: 9780357718001 (1 term printed access card)

We will be using MindTap from Cengage as our online platform for this course. MindTap houses all course content, including the interactive eBook (Foundations of Business, 7th Edition), quizzes, and cases which are readable online or offline with 24/7 course access. A MindTap mobile app is available. The course syllabus, supplemental information, and assignments are posted in Canvas. Supplemental material will be posted as an announcement on Canvas every week from Saturday at 8 AM through Friday at 8 PM, which will be beneficial to you and your professional career. Students are expected to read all assigned chapter readings and supplemental information prior to the scheduled class date.

Business Bird Ready Suitable

Business Bird Ready (BBR) is a certificate program designed to allow students to participate in a variety of experiential learning activities beginning in his or her freshman year and continuing through his or her senior year. Students will have an opportunity to earn badges by completing activities. Business Bird Ready (BBR) is available through the site, <https://business.illinoisstate.edu/student-life/redbird-career-portfolio/>. Go to What is Suitable? Click the down arrow on the right and download the Suitable app. Students are required to...

- Complete the following Business Bird Ready - Getting Started activities: Create Your Handshake Profile, Create Your LinkedIn Profile, Download the Suitable App, Follow the Illinois State COB on LinkedIn, Instagram, Facebook, or Twitter; and Standards of Professional Behavior.
- Attend the Navigating Career Fairs. Information regarding the event can be found [here](#).

Zoom

Zoom is Illinois State University's video conferencing system. It allows you to join class remotely, collaborate with other students for team assignments, and meet with the instructor. If required for this course, the instructor will provide a link in the "Zoom" tab on Canvas.

REGISTERING AND OBTAINING YOUR COURSE MATERIALS

All students are required to register and pay for their course materials via Cengage online. Within Modules, go to Start Here! Homework Platform (MindTap)/eBook Login Instructions and Helpful Links. Click the embedded links for the following videos and documentation:

- Watch the video, which provides an overview of how-to login to MindTap for the first time and the purchasing options. **Select the purchase option that is best for you and make your payment online by August 19 at 8 PM.** Cengage offers a 14-day trial of Cengage Unlimited. Students who elect to use the 14-day trial period are required to pay for the course materials prior to the end of the trial period.
- Click the downloadable document (quick guide) for instructions on how to register for MindTap on Canvas and enroll in the course.
- Watch the "How to navigate the eBook" video to learn how to navigate the MindTap eBook, organize your notes and highlights, and create an easy-to-read study guide.
- After you register and pay for the Cengage course materials you can click Fall 2026 Enterprise (BUS 100) Sec 4 Wiencek link, which will take you to the main page in MindTap. A tech support link is provided if you are experiencing problems with your personal computer/device and/or the MindTap platform.

How to register and access the Business Bird Ready (BBR) Portfolio using your ILSTU account and password:

To register and access the Business Bird Ready (BBR) Portfolio using your ILSTU account and password use <https://app.suitable.co/#/login>, which links to an external site. An overview of Business Bird Ready (BBR) and the registration process will be provided during class.

HOW WILL THE COURSE BE STRUCTURED?

Classes will meet face-to-face on Monday and Wednesday with online assignments due throughout the week via Canvas and MindTap. All assignments and deadlines are stated in the course schedule. Supplemental information relating to the assigned readings will be posted every week to Canvas.

Pay close attention to Canvas, my announcements, and the course schedule as we navigate this semester together. It is extremely important for you to check your email often. Any syllabus changes will be announced through Canvas and will be sent directly to you through your ISU email. Other announcements will be given during class.

We may experience technical difficulties with the Cengage MindTap platform. When completing all Cengage MindTap assignments, I recommend using ISU's hard-wired network (if possible) and using Google Chrome as your browser. If you experience technical difficulties prior to an assignment deadline, send an email to me and include a screen shot of your issue(s).

STUDENT EXPECTATIONS

- Read and fully understand the syllabus and course requirements.
- Read all assigned course and supplemental materials every week throughout the semester.
- Schedule to complete all assignments by the deadline stated in the course schedule.
- Incorporate your knowledge and skills from the course into all activities and written work. Provide details and showcase your effort and professionalism.
- Be courteous to your instructor and classmates.

CLASSROOM BEHAVIOR

In the classroom and other learning environments, you are expected to conduct yourself in a manner consistent with Illinois State University's [Code of Student Conduct and you should familiarize yourself with the University Classroom Disruption Policy 4.1.17](#). Students are expected to act in a professional manner, which means being respectful to the instructor and other class members.

Disruptive student conduct in the classroom or other learning environment (including in person and virtual learning environment in both on and off campus locations) that disrupts the educational process is not allowed. Examples of disruptive behavior include, but are not limited to, the following:

- threatening, intimidating, or other inappropriate behavior toward the instructor or classmates
- persisting in disruptive personal conversations with other class members
- unreasonable interference with class discussion or activities
- repeated interruptions by electronic devices
- refusing to follow the direction of the instructor or other university official
- leaving and entering class frequently without notifying the instructor of illness or other extenuating circumstances

Students who demonstrate disruptive class behavior may be removed from the classroom for the remainder of that class session and/or may be referred to the Dean of Student Office in accordance with the Student Code of Conduct Policy 4-1-17.

Mobile phones and laptops are not allowed during class unless otherwise stated by the instructor.

Throughout your academic and professional career, you are evaluated in class and on the job.

CONSTRUCTIVE CONVERSATIONS

Scholarly discourse or exchanges in an instructional setting may include diverse perspectives, and difficult situations sometimes arise in conversations between people with differing opinions. We may choose to turn contentious moments into valuable learning experiences for all and will work to agree on the following ground rules for constructive conversations:

- Constructive conversations should relate to course goals and objectives.
- Ensure everyone has an opportunity to speak and be heard.
- Listen actively without interrupting. Seek to understand before responding.
- Focus on ideas and arguments rather than attacking individuals.
- Respect and maintain privacy regarding personal disclosures made during discussions.
- Be open to considering different viewpoints and willing to consider new information.

ATTENDANCE / PARTICIPATION

Attendance and Participation Policy

Regular attendance and active participation are essential components of success in this course. Students are expected to attend all scheduled class sessions, arrive on time, and remain engaged throughout the class period. Because many course activities involve discussion, application exercises, collaborative learning, and in-class assignments, excessive absences may negatively impact both individual learning and the learning environment for others.

Attendance Expectations

- Students are responsible for all material covered during missed classes, including announcements, assignments, and notes.
- Attendance will be recorded at the beginning of each class session.
- Arriving more than 15 minutes late or leaving early without prior approval may count as a partial absence.
- Participation points cannot be fully made up for unexcused absences.

Point Deduction Structure

Students may miss up to **2 class sessions** during the semester without penalty. Beginning with the **3rd absence**, attendance/participation points will be deducted from the final course grade as follows:

Number of Absences	Attendance Penalty
1–2 absences	No penalty
3 absences	-2% from final course grade
4 absences	-4% from final course grade
5 absences	-6% from final course grade
6 absences	-8% from final course grade
7 or more absences	Instructor review; may result in failure of participation component

Excused Absences

Excused absences may include:

- Required isolation or quarantine for a communicable disease
- Bereavement (death of a family member)
- Military duty or training
- Religious observances
- University-authorized activities

Students are to notify the instructor prior to the start of class if they will not be attending a class session. Documentation may be required for excused absences.

Participation Component

Participation includes:

- Contributing to class discussions
- Engaging in group activities
- Completing in-class exercises
- Demonstrating professionalism and preparedness

Students who are physically present but consistently disengaged (e.g., excessive phone use, unrelated activities, sleeping) may receive reduced participation credit.

Instructor Discretion

The instructor reserves the right to address exceptional circumstances individually and to modify attendance procedures if necessary to support student success while maintaining academic standards.

ELECTRONIC COMMUNICATION

All work, unless otherwise noted, must be submitted through Canvas. If I need a printed copy of your work, I will let you know. All document files must be submitted as **Word** documents (.doc or .docx).

Please note your full name, class number, and section (BUS 100) Sec 4 in all correspondence (in the subject line or in a file name) so that I can locate your class/files. Communicate with me using your ISU email address, not a personal email address.

Emails will be responded to within 24 hours.

- Grades that are not posted automatically will be posted in Canvas within 5 days after the deadline.
- Updates regarding the course and supplemental information will be posted in the announcements section of our course homepage.

SYLLABUS DISCLAIMER / LATE ASSIGNMENTS

I reserve the right to make changes to the course syllabus and/or course schedule to enhance effective instruction. It is your responsibility to keep track of any changes announced in class and/or posted online in Canvas.

Keeping in mind each student's personal, academic, athletic, and work schedules; adequate time is provided to complete all assignments by the deadlines. Late assignments are not accepted. Assignments will only be reopened when I give prior approval for emergency situations (documentation required) and if there are technical difficulties (screenshot required).

ACADEMIC INTEGRITY

You are expected to be honest in all academic work, consistent with the academic integrity policy as outlined in the [Code of Student Conduct](#) and any additional syllabus language. All work is to be appropriately cited when it is borrowed, directly or indirectly, from another source. Unauthorized and/or unacknowledged collaboration on any work, or the presentation of someone else's work as your own, is a form of academic dishonesty under the Code of Student Conduct.

Content generated by an Artificial Intelligence third-party service or site (AI-generated content) without proper authorization and attribution is a form of academic dishonesty. If you are unsure about whether something used in your work requires attribution, please reach out to me to discuss it as soon as possible. Allegations of academic dishonesty will be referred to [Student Conduct and Community Responsibilities](#), for review under the Student Code of Conduct. Students found responsible for academic dishonesty may also be assigned a grade penalty by the instructor.

PLAGIARISM

Plagiarism is the presenting of others' ideas as if they were your own. When you write a paper, create a project, do a presentation, or create anything original, it is assumed that all the work, except for that which is attributed to another author or creator, is your own. Plagiarism is considered a serious academic offense and may take the following forms:

- Copying word-for-word from another source and not giving the source credit.
- Paraphrasing the work of another and not giving that source credit.
- Using an image or a copy of an image without crediting its source.

APA FORMAT

APA is expected for all course papers and major writing assignments and all assignments are to maintain academic tone and a high level of professionalism. APA formatting guidelines are available at <https://owl.english.purdue.edu/owl/resource/560/01/>.

ARTIFICIAL INTELLIGENCE

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. See the Generative AI Policy below. 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.

GENERATIVE AI POLICY

Generative AI use in this course is welcome with proper attribution. 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.

The use of generative AI tools (e.g., ChatGPT, etc.) **is permitted** in this course for the following activities:

- Brainstorming and refining your ideas;
- Fine tuning your research questions;
- Finding information on your topic;
- Drafting an outline to organize your thoughts; and
- Checking grammar and style.

The use of generative AI tools **is not permitted** in this course for the following activities:

- Impersonating you in classroom contexts, such as by using the tool to compose discussion board prompts assigned to you.
- Completing group work that your group has assigned to you, unless it is mutually agreed upon that you may utilize the tool.
- Writing a draft of a writing assignment.
- Writing entire sentences, paragraphs, or papers to complete class assignments.

RETENTION OF STUDENT WORK FOR PORTFOLIOS

The instructor reserves the right to retain for pedagogical reasons either the original, or a copy, of any student's test, written assignment, paper, or other submissions by the student/student groups for this class. Student's names will be deleted from any retained items unless arranged otherwise.

COB PROFESSIONAL STANDARDS

Students are expected to be familiar with and abide by the "College of Business Standards of Professional Behavior and Ethical Conduct." 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. Plan to arrive on time and stay for the entire class period unless instructor is notified before class. Always show respect to the instructor, your classmates, and others.

STUDENT TECHNOLOGY SUPPORT

All students are encouraged to take the Introduction to Technology QuickStart Orientation, found here: IllinoisState.edu/QuickStart.

Technology support is available at help.illinoisstate.edu/technology/, including hundreds of help articles on everything involving ISU technology, online chat, and phone support at [\(309\) 438-HELP](tel:3094384357) (4357). Walk-up support and computer repair & purchases are available from TechZone located on the first floor of the Bone Student Center as well as TechZone.IllinoisState.edu.

Two software packages are available at no additional charge: [Microsoft 365](https://www.microsoft.com/365) (Word, Excel, PowerPoint, etc.) and [Adobe Creative Cloud](https://www.adobe.com/creativecloud).

Students can install these programs on their personal computers. Students who do not have access to the technology they need to be successful in their coursework should contact the Technology Support Center at Help.IllinoisState.edu/Technology or [\(309\) 438-HELP](tel:3094384357) (4357) to discuss options.

COMPUTER ISSUES / SOFTWARE FAILURE

All students are accountable for their own computers and internet access. No allowances will be made for personal computer or internet provider issues preventing you from completing your work. In any case where the Canvas system is down, extensions to complete the work will be allowed. Students are advised not to wait until near the deadline to complete computer dependent assignments.

VIDEO RECORDING AND PHOTOGRAPHY

This is notice that your instructor may record class sessions. Recordings made available at the discretion of the instructor are for use only by students enrolled in the class and only for the purpose of individual or group study. The recordings may not be reproduced, shared with those not enrolled in the class, or uploaded to publicly accessible web environments. Please do not independently record the course without prior written authorization from the instructor or an approved accommodation from [Student Access and Accommodations Services](#).

Student recording is prohibited

Students may not use phones, or other audio or video recording devices to record classroom lectures/class discussions or to take photographs except with an approved accommodation from [Student Access and Accommodations Services](#). Violation of this classroom rule may result in referral to the Student Conduct and Community Responsibilities (SCCR) office for disciplinary action.

Permission required to record

Students who wish to use phones or other audio or video devices to record classroom lectures/discussions or take photographs must obtain written permission from the instructor except with an approved accommodation from [Student Access and Accommodations Services](#). Approved recordings are to be used solely for the purposes of individual or group study with other students enrolled in the class. They may not be reproduced, shared with those not enrolled in the class, or uploaded to publicly accessible web environments. Violation of this classroom rule may result in referral to the Student Conduct and Community Responsibilities (SCCR) office for disciplinary action.

STUDENT ACCOMODATIONS

Any student needing to arrange a reasonable accommodation for a documented disability and/or medical/mental health condition should contact Student Access and Accommodation Services at 308 Fell Hall, (309) 438-5853, Video Phone (309) 319-7682 or visit the [SAAS Website](#).

MENTAL HEALTH

Life at college can get very complicated. It's common to face challenges in college, whether they relate to academics, identity, relationships, mental health, or other personal matters. If you are feeling stressed, overwhelmed, anxious, depressed, or simply need someone to talk to, you are not alone, help is available.

[Student Counseling Services \(SCS\)](#) provides FREE and confidential counseling to all students, inclusive of all backgrounds, identities, and experiences. You can visit SCS in person at 320 Student Services Building, make an appointment online through the [Secure Student Health Portal](#), or call (309) 438-3655 to access services. Additional information can be found at [Counseling.IllinoisState.edu](#).

In addition, [TimelyCare](#) is a free, 24/7 virtual mental health and well-being platform for ISU students. It offers immediate access to mental health support, including on-demand mental health counseling, scheduled counseling visits, health coaching, and digital self-care. You can access TimelyCare by visiting online or through the [Redbird Well](#) page on the ISU mobile app, or by downloading the [TimelyCare](#) app.

STUDENT BASIC NEEDS

The Student Navigator program is a student-led, peer-to-peer initiative in the Dean of Students Office designed to assist students facing economic hardships and basic needs crises. Referrals are available to resources for food, textbooks, housing, finances, health, and more. For more information, please visit the following link: <https://deanofstudents.illinoisstate.edu/services/student-navigator/>.

EQUITY, DIVERSITY, ACCESS, AND BELONGING

ISU is committed to creating and maintaining a learning environment that is welcoming, supportive, respectful, inclusive, diverse, and free from discrimination and harassment. University classrooms are perhaps the most diverse learning environment in which you have ever been. We will most often be speaking across differences—sex, gender, sexuality, race, nation, economic class, religion, age, ability, political views, and more. This diversity will be an asset to our discussions and other learning experiences in this course. I encourage you to consider the experiences of your classmates to be equally valuable as your own. For resources on reporting concerns, please contact the [Dean on Duty](#).

CAMPUS SAFETY AND SECURITY

Illinois State University is committed to maintaining a safe environment for the University community. Please download the [SafeRedbirds app](#), the official safety application for Illinois State University. Students should also consult information posted in each classroom about emergency shelters and evacuation assembly areas (both are indicated on stickers inside every classroom).

ASSIGNMENTS AND GRADING

Student grades will be based on the total points earned from the evaluation areas stated below. Schedule to complete all assignment prior to the stated deadlines.

Student Survey (Canvas Assignments - 8 Points)

This online assessment serves as a student survey to gain insight into your personal lifestyle, interests, extra-curricular involvement, course learnings, and career goals. **Posted August 15 at 8 AM – August 19 at 8 PM.**

Apply It Assignments (MindTap - Chapter 1 - 12: 300 Points)

Students test their knowledge of the assigned readings within interactive learning activities that enable them to practice and apply concepts they learn throughout the course. Feedback is provided. The total points for each Apply It Assignment is 25. Students have 3 attempts. The highest grade is recorded. Grades are posed in MindTap and Canvas.

Study It Practice Quizzes (MindTap - Chapter 1 - 12: 240 Points)

Each quiz consists of 20 questions worth 1 point each. Students have 1 attempt. Grades are posted in MindTap and Canvas.

Business Bird Ready - Getting Started Activities (BBR - 50 Points)

Complete the Business Bird Ready - Getting Started Activities in BBR during class on September 2.

Navigating Career Fairs Event (BBR - 10 Points)

Attend the Navigating Career Fairs event. You can obtain a badge by attending two in-person events that are connected to your desired career path. The events can be hosted by Career Services, the COB, an RSO, a department, etc. In the Sutable app, go to Career Event Attendance to obtain additional information.

Milner Library Research Project (Canvas Assignments - 20 Points)

Following the Milner Library representative presentation, complete the Library Research Assignment document in the Assignments tab in Canvas. The librarian will explain how to find the information, so it is important to attend class in the Milner Library on September 30. **Save your document in PDF format and upload the document to Canvas by September 30 at 8 PM.**

Resume Activity (Canvas Assignments - 40 Points)

Attend the Resume/Cover Letter Presentation in class on September 14. Create a resume using the template provided by Career Services. Schedule an appointment with a Career Advisor at <https://careerservices.illinoisstate.edu/hire-a-redbird/> to have your resume reviewed. **Post your original and updated resume to Canvas by October 30 at 8 PM. All students are required to meet with a Career Advisor to review and approve their updated resume.**

Business Plan Project and Presentation (Canvas Assignments - 200 Points)

Work in groups to gain a deeper understanding of business acumen and practices.

Group members will develop a business plan that details preapproved new business. The project will consist of a business plan and presentation on the group's new business. The Business Plan Project Group Assignments document provides your assigned team and presentation date. The document is posted in Canvas/Assignments. Projects will be graded on clarity, thoroughness, creativity, and overall quality. This detailed business plan is worth 150 points and the in-class presentation is worth 50 points.

Partner Feedback Form

Each group member is required to evaluate all members of the group in terms of the member participation, quality of contributions, attitude, timeliness, etc. **Every student must submit a Partner Feedback Form located in Canvas/Assignments.** Feedback is anonymous and will NOT be shared with the group members.

Business Plan Submission

One group member is required to upload a digital copy of the business plan to the Business Plan Project folder in the Assignments tab in Canvas. Please do not upload a Google shared link, One Drive link, or a link of any type that may require an additional password to access.

Final Exam (100 Points)

The final exam will take place during finals week; date and time to be announced. There will be a combination of multiple choice, true/false, and short essay questions.

When taking an exam in Canvas...

1. Use Chrome as your browser.
2. Do not use a weak Wi-Fi connection.
3. Do not open any other screens but the testing screen. You should not click Modules, Resources & Materials or any other tools in Canvas while taking an exam.
4. Do not log into Canvas from multiple tabs, multiple browsers, or multiple devices (e.g., computer, mobile devices).
5. Questions will be shown one at a time and you will not be able to go back to a previous question after clicking "Next."
6. Save as frequently as possible.
7. Submit your exam by the deadline.

COURSE SCHEDULE

Class Day	Instruction	Assignment	Deadline
August 17	Welcome and Course Overview (Canvas, Syllabus, MindTap, Business Bird Ready)	Register and pay for the course materials Student Survey	August 19 at 8 PM
August 19	Exploring the World of Business and Economics	Read Chapter 1 Chapter 1 Apply It Assignment Chapter 1 Study It Practice Quiz	August 21 at 8 PM
August 24	Ethics and Social Responsibility in Business	Read Chapter 2 Chapter 2 Apply It Assignment Chapter 2 Study It Practice Quiz Download the Suitable App	August 28 at 8 PM
August 26	Global Business	Read Chapter 3 Chapter 3 Apply It Assignment Chapter 3 Study It Practice Quiz	August 28 at 6:15 PM
August 31	Choosing a Form of Business Ownership	Read Chapter 4 Chapter 4 Apply It Assignment Chapter 4 Study It Practice Quiz	September 4 at 8 PM
September 2	Business Bird Ready Presentation	Complete BBR badges during class.	September 2 at 10:50 AM
September 7	No Class – Labor Day Holiday		
September 9	Small Business, Entrepreneurship, and Franchises	Read Chapter 5 Chapter 5 Apply It Assignment Chapter 5 Study It Practice Quiz	September 11 at 8 PM
September 14	Resume/Cover Letter Presentation	Schedule an appointment with a COB Career Advisor to review and revise your resume based on the required layout. The resume activity is due October 30 at 8 PM.	September 14 through October 28. October 30 at 8 PM
September 16	The Future of Skills Employment and Technology	In-Class Discussion	
September 21	Understanding the Management Process	Read Chapter 6 Chapter 6 Apply It Assignment Chapter 6 Study It Practice Quiz	September 25 at 8 PM
September 23	No Class - Navigating Career Fairs Event (Required)	Attend the Navigating Career Fairs Event. Bone Student Center, 5 - 7 PM	September 23 at 7 PM
September 28	Creating a Flexible Organization	Read Chapter 7 Chapter 7 Apply It Assignment Chapter 7 Study It Practice Quiz	October 2 at 8 PM
September 30	Milner Library Presentation – Danielle Futoran Turos, Business Librarian. Class will meet in the library.	Milner Library Research Project	September 30 at 8 PM

Class Day	Instruction	Assignment	Deadline
October 5	Producing Quality Goods and Services	Read Chapter 8 Chapter 8 Apply It Assignment Chapter 8 Study It Practice Quiz	October 9 at 8 PM
October 7	Attracting and Retaining the Best Employees	Read Chapter 9 Chapter 9 Apply It Assignment Chapter 9 Study It Practice Quiz	October 9 at 8 PM
October 12	Motivating and Satisfying Employees	Read Chapter 10 Chapter 10 Apply It Assignment Chapter 10 Study It Practice Quiz	October 16 at 8 PM
October 14	Building Customer Relationships Through Effective Marketing	Read Chapter 11 Chapter 11 Apply It Assignment Chapter 11 Study It Practice Quiz	October 16 at 8 PM
October 19	Creating and Pricing Products That Satisfy Customers	Read Chapter 12 Chapter 12 Apply It Assignment Chapter 12 Study It Practice Quiz	October 23 at 8 PM
October 21	Distributing and Promoting Products	Read Chapter 13 Chapter 13 Apply It Assignment Chapter 13 Study It Practice Quiz	October 23 at 8 PM
October 26	Exploring Social Media and e-Business	Read Chapter 14 Chapter 14 Apply It Assignment Chapter 14 Study It Practice Quiz	October 30 at 8 PM
October 28	Using Management and Accounting Information	Read Chapter 15 Chapter 15 Apply It Assignment Chapter 15 Study It Practice Quiz Resume Activity: Post your original and revised resume to Canvas by the deadline. All students are required to meet with a Career Advisor to review and approve their revised resume.	October 30 at 8 PM

Class Day	Instruction	Assignment	Deadline
November 2	Mastering Financial Management Business Plan: Content and Layout	Read Chapter 16 Chapter 16 Apply It Assignment Chapter 16 Study It Practice Quiz Develop Your Business Plan	November 6 at 8 PM Ongoing Group Work
November 4	In-Class Business Plan Working Session (Attendance is required)	Develop Your Business Plan	Ongoing Group Work
November 9	In-Class Business Plan Working Session (Attendance is required)	Develop Your Business Plan	Ongoing Group Work
November 11	In-Class Business Plan Working Session (Attendance is required) Final Exam Review	Develop Your Business Plan Study for the final exam	Ongoing Group Work
November 16	Finalize Business Plan & Partner Feedback Form	Submit Business Plan & Partner Feedback Form	November 16 at 8 PM
November 18	Business Plan Project Presentations	Group 1, 2, 3	Presentation: November 18
Nov 23 - 27	No Class – Thanksgiving Break		
November 30	Business Plan Project Presentations	Group 4, 5, 6	Presentation: November 30
December 2	Business Plan Project Presentations	Group 7, 8	Presentation: December 2
Dec 7 or 9	Final Exam		Online – Canvas Date and Time TBA

Note!

All students are required to attend class on November 18, 30, and December 2 for the group presentations.

GRADE DETERMINATION

The following chart shows the maximum number of points ("Points Possible") a student can earn for each "Evaluation Area" and points needed to obtain the grade level stated. **All students receive the grade they earn. Grades are not adjusted.**

Evaluation Area	Points per Evaluation Area	Grade Level	Percentage	Points Needed
Student Survey	8	A	90% and above	1,034 – 1,148
Apply It Assignments	400	B	80 – 89.99%	919 – 1,033
Study It Practice Quizzes	320	C	70 – 79.99%	804 – 918
Business Bird Ready Activities	50	D	60 – 69.99%	689 – 803
Navigating Career Fairs Event	10	F	59.99% and below	0 – 688
Resume Activity	40			
Milner Library Research Project	20			
Business Plan Project and Presentation	200			
Final Exam	100			
Total Points Possible	1,148			

Final Comments

This course might be intimidating for some of you. Familiarize yourself with the technology to the point where you are comfortable and concentrate on the course content as follows:

- Read the syllabus in its entirety.
- Familiarize yourself with the Canvas and MindTap environment.
- Course updates and supplemental information will be posted in Canvas in the announcements section. Check the announcements section daily. Please refer to the syllabus and announcements prior to contacting the instructor.
- I want all my students to do well in the course and be successful in their professional career. If you have any questions and/or concerns, please let me know.