

BUS100 – Enterprise – Fall 2026

Professor: Dr. Heather Jia
Email: hhjia@ilstu.edu
Zoom: [Dr. Jia's Meeting Room](#)

Office: SFHB 243
Office Hours: 24/7 by appt.

This course utilizes the *Canvas* System. Please ensure that you are familiar with its use and functionality.

Course Overview:

Welcome to **Enterprise**. This course will give you an introduction to and an overview of the development of Human Resource Management policies and practices. We ***will*** cover a lot of material during this course, so plan to keep pace with the schedule provided.

The course is designed to provide a spectrum of learning experiences and opportunities. Class activities will include class discussion, lecture, videos, simulations, exercises, and exams. To maximize your learning experience, you will need to come to class, prepared to take notes, and engage with your classmates.

Course Materials:

1. *Foundation in Business*, 7th Edition by Pride, Hughes, and Kapoor. ISBN-78-0-357-71794-39
2. Marketplace Simulation: [Intro to Business and Strategy](#)
3. Supplemental readings as assigned.

Teaching Method:

Course materials such as the textbook, self-assessments, popular press articles, and case studies will provide students with the opportunity to develop and enhance critical thinking, and creative problem-solving skills vital for success in the business environment. In addition, each student is expected to bring his or her experiences into the course to facilitate integration of management techniques and practices into your repertoire as a future or current professional. Evaluation of student learning is accomplished using exams, along with in-class and out-of-class activities.

Grading and Evaluation:

Strategy Reflection Reports (4 @ 100 points/ea.)
In Class Exercises (10 @ 10 points/ea.)
Professional Development Activities (3 @ 100 points/ea)
Final Exam @ 150 points
Professionalism @ 50 points

Final Grades Determined:

900 points – 999 points = A
800 points – 899 points = B
700 points – 799 points = C
600 points – 699 points = D
599 points and below = F

****PLEASE NOTE:** This course follows a points system, not a percentage system. To ensure consistency and fairness to all students, I do not give individual bonus assignments or extra points at the end of the semester. No exceptions.

**NO LATE ASSIGNMENTS, EMAILED SUBMISSIONS
and/or NON-.PDF SUBMISSIONS WILL BE ACCEPTED.**

Assignments:

Students will be given an assessment to evaluate their understanding of the online lecture materials. *Except for a university-sanctioned absence, make-up is not permitted.* In the case of a university-sanctioned absence, make-up work must be completed within one week.

Technical or operational difficulties experienced do not constitute a valid excuse for missing assignment deadlines. Please plan accordingly.

1. Strategy Reflection Reports (400 Points Total):

These reflection reports (100 points/ea) connect your recent simulation decisions to fundamental business concepts and are designed to build self-awareness about your strategic thinking and understanding of how decisions affect performance within the simulation.

A fill-in template will be provided, and only this format will be accepted. Responses need to be provided in complete sentences and the use of bullets, lists, etc. is strongly discouraged and may impact your score. The two lowest scores will be dropped.

2. In Class Exercises (100 Points Total):

Each in-person class will contain a short exercise (10 points/ea), assessing comprehension of the topics discussed during that class. The two lowest score will be dropped.

3. Professional Developmental Activities (300 Points Total):

These assignments (100 points/ea) are designed to familiarize you with the COB, the University, and their many offerings, and, also, to start you on the path of establishing yourself as a professional in your chosen field. These activities must be submitted to the relevant Canvas assignment.

- **Resume:** Prepare and submit a draft resume for a staff person from Career Services to evaluate and will advise you in the creation of an “interview-ready” version of your resume. Schedule a follow-up appointment with Career Services to review your revised resume. Once edited and approved, have this “interview-ready” (i.e. free of edits) version of your resume **hand-signed and dated by a Career Services staff member**. Upload a .pdf of the final **signed** resume to Canvas.
- **Library Research Assignment:** Following our class visit to Milner Library you will complete a business research form found in the Canvas Assignments tab. The librarian will explain how to find the information, so it is important to attend that class. Type your research info directly onto the online form and upload your .pdf response into Canvas Assignments.
- **Business Bird Ready:** Participate in University events throughout the semester, earning a minimum of three badges. Upload a .pdf printout of your Suitable Dashboard, with a list of your earned badges, to the assignment in Canvas. Business Bird Ready Link: <https://business.illinoisstate.edu/studentlife/rcp/>

4. Final Exam (150 Points): This assessment will be a short answer and multiple choice exam taken within the simulation software to assess your understanding of the cause and effect nature of your simulation performance. Notes are permitted; however, you will be unable to access online simulation data, so be sure to secure any information you may wish to reference prior to the submission of Q5.

5. Professionalism (50 Points): Failure to adhere to the course policies outlined below will result in a deduction to your professionalism score. The professor has the discretion to determine points deducted. Being absent during any portion of classtime without prior authorization will result in a 10 point deduction per occurrence.

Course Policies:

1. **Absence from Class:** With the exception of university-sanctioned absences (Sports travel, military leave, etc.), missed assignments cannot be made up. ***If you are absent for any other reason (illness, personal travel, job interview, etc.), you DO NOT need to let me know, either in advance of or after as no make-up opportunities are provided.***
 - a. **In case of absence:**
 - i. Speak with your class partner(s) to go over any important information you may have missed.
 - ii. complete any assignments due by the due date.

- b. **Tardy:** For everyone's safety, the classroom door is locked, promptly at the start of class and will not be reopened. It is at the discretion of the professor if an exception is made. **If permitted, entering and/or leaving the classroom during classtime will result in a 10 point deduction per occurrence from your Professionalism Score.**
2. **Electronic Devices:** Using Digital/Electronic devices are **NOT** permitted during class. Phones, laptops, earbuds, and other electronic devices should be turned off and stowed away during classes, unless prior approval is given. Any electronic device and accessories (e.g. headphones, earphones, smart watches) heard or used during class, **will result in a 10 point deduction per occurrence from your Professionalism Score.**
3. **Class Decorum:** All effort must be made to avoid class disruption. Professional conduct dictates that you should be present throughout the ENTIRE class session (i.e., being on time and not stepping out or leaving early) or not at all, so as not to create a disruption in class. **Attendance is critical; however, when an absence does occur, the student is responsible for the material covered during the absence. Choose a class partner to find out what was covered when you were absent from class.**
4. **Communication Means:** All students are required to have access to their ISU email and Canvas. E-mail and the Canvas will be used to facilitate communication between the instructor and student(s). Secondary email accounts will not be used by the instructor. **It is the student's responsibility to check for emails/updates daily.**
5. **Assignment Submissions:** All written assignments must be typed and **professional in appearance**. Students must proofread their assignments for spelling and grammatical errors and correct these errors prior to turning in assignments. Poor proofreading (three or more errors) will result in at least one grade deduction. **Handwritten assignments will never be accepted.**
6. **24 Hour Rule:** Dr. Jia will not answer questions concerning an exam within 24 hours prior. Please plan accordingly.
7. **Electronic Communications:** Please note your full name, course and section number (BUS100.XX) in all correspondence in the subject line so that I can more easily identify you with your proper class. In your correspondence with me, use proper email etiquette. You must include a professional greeting (*Dr. Jia, Professor Jia, or Prof. Jia* are appropriate.). Write in full sentences and use proper spelling, grammar, punctuation, and capitalization. You must also include a signature line at the end of your message. **Emails that fail to use proper email etiquette will result in a 10 point deduction per occurrence from your Professionalism Score.**
- a. *I am unable, due to privacy rights of students and for your protection, to discuss your grade with you or share your grade over email. You are welcome to discuss this privately in my office or via Zoom.*
8. **Course Repository:** You will find the class schedule, information on assignments, as well as the gradebook for this class on Canvas. Additional review materials, developmental opportunities, or other announcements will be posted to Canvas for your reference.
9. **Class Pledge:** As the instructor, I pledge to treat each student with courtesy and respect. I will not intentionally embarrass or treat any student in an arbitrary or unfair manner. Students are expected to reciprocate this pledge with the instructor and their peers.

Professional Standards:

All students in this course are expected to be familiar with the "College of Business Standards of Professional Behavior and Ethical Conduct." (<http://business.illinoisstate.edu/about/standards/>)

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. Penalties for plagiarism and other forms of academic dishonesty will be severe, up to and including failure of the course.

Student Accommodations:

Any student in need of a special accommodation should contact the staff in the Student Access and Accommodation Services (350 Fell Hall) at 309-438-5853 (voice), 309-438-8620 (TDD) or visit the website at studentaccess.illinoisstate.edu.

Academic Support:

Student Counseling Services (SCS) helps students cope with difficult emotions and life stressors. Find out more at Counseling.IllinoisState.edu or by calling (309) 438-3655.

Course Schedule:

Week of:		Topics, Class Events, & Deadlines	
		Tuesday	Thursday
1	18-Aug	Introduction to Course	Professionalism
2	25-Aug	Business Environment and Ethics	Business Communication
3	1-Sep	Ethics and Social Responsibility	Global Business
4	8-Sep	Small Business & Entrepreneurship	Management & Leadership
5	15-Sep	Professional Development (BBR)	Professional Development (Resume)
6	22-Sep	Operations Management	HR Management
7	29-Sep	Marketing	Accounting
8	6-Oct	Professional Development (Milner Library)	Simulation Q1 Intro
9	13-Oct	Risk Management & Insurance	Q1 Due
10	20-Oct	Accounting	Financial Management
11	27-Oct	Q2 Intro	Q2 Due
12	3-Nov	Q3 Intro	Q3 Due
13	10-Nov	Q4 Intro	Q4 Due
14	17-Nov	FALL BREAK	FALL BREAK
15	24-Nov	Q5 Intro	Q5 Due
16	1-Dec	Q6 Intro	Q6 Due
17	8-Dec	FINAL EXAM (AOL ASSESSMENT)	

Days with no shading (i.e. white) are in person class days, and days shaded in yellow are remote days. Take note of the visits to Career Services and Milner Library.

This schedule is tentative and is subject to change by the professor. Any changes will be announced in class and/or posted on Canvas. Students are responsible for complying with announced changes.