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**Instructor:** Tony Dellasega, Adjunct Lecturer

**Office:**  Off Campus – Community National Bank & Trust

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**Textbook**

Lumen Waymaker Introduction to Business. OER – Open Educational Resource. Content completely delivered via Canvas LMS. Access code must be purchased.

**Catalog Course Description**

A descriptive introduction to the modern business world and an interpretation of the functional areas of business. The development of the business firm and its environment.

**Prerequisites**

For non-business and business majors. Not open to students who have completed more than nine hours in Kelce College courses.

**Course Objectives / Learning Outcomes**

By the end of this course students should be able to:

* Define and discuss basic business terms and concepts
* Demonstrate an understanding of the American free enterprise system
* Demonstrate an understanding of business interaction, responsibility, and trends in the current global environment
* Differentiate and possess a basic understanding of different business functions such as management, human relations, marketing, and finance
* Understand and respect the need for ethical decision making
* Demonstrate an understanding of the different legal structures of business organizations
* Explore various career opportunities in the field of business

MAJOR THEMES COVERED: Competitiveness; globalization; diversity; ethics and social responsibility; quality movement; empowerment; technology; productivity; economic growth and stability.

**General Education Goals**

This course counts toward the requirements of General Education for your degree program. General Education is an important part of your education program at Pittsburg State University that has been designated to implement the following philosophy:

The *Pitt State Pathway* curriculum serves as the heart of the university education by fostering interdisciplinary competencies that typify the educated person. It is designed to facilitate the development of key proficiencies including communication and information literacy. The *Pitt State Pathway* curriculum provides a transformational experience that challenges students to think creatively and critically, and to immerse themselves in the productive examination of humans in their global setting. By encouraging the development of skills that promote life-long learning, the *Pitt State Pathway* fosters a sense of personal responsibility, an appreciation of diversity, and an understanding of interconnectedness in our truly global society.

Specifically, this course addresses the PSP Essential Studies element, Human Systems in a Global Context and the Companion Element, Social Responsibility in a Global Context.

**Goals of General Education for this Course:**

This course will help you to accomplish several of the Goals and Objectives of General Education, including the development of your ability to use the tools of business to communicate effectively (Goal #1), the development of your critical thinking skills (Goal #2, 1-3), the development of an understanding and appreciation of a variety of cultures and their interrelationships (Goal #3, 1-3), and the development of your ability to function responsibly in the world, to include and understanding of economic principles and comprehension of the interrelationship between economic, political, cultural, social, and technological issues and systems (IV.*v.*1-3 and IV.*vii.*1). Upon successful completion of this course, you will be able to:

1. Define and discuss business terms and concepts.
2. Demonstrate an understanding of fundamental economic ideas and principles.
3. Demonstrate an awareness of the interrelationship between business and other social sciences and be able to explain how business ideas and principles apply to our daily decision making as producers and consumers.
4. Demonstrate an understanding of the global economy, the interrelationships among economic systems and the role of the United States in that context.
5. Demonstrate the critical-thinking skills appropriate to success for a career in a business environment.

**Course Outline**

Week 1 June 4 - 10 Overview of Class

Research Consent & Communication Preferences

Introductions

Module: Role of Business

 Week 2 June 11 - 17 Module: Economic Environment

 Module: Global Environment

Week 3 June 18 – 24 Module: Business Ethics

 Module: Legal Environment

Week 4 June 25 – July 1Module: Business Ownership

 Module: Entrepreneurship

Week 5 July 2 – 8 Module: Management

 Module: Human Resource Management

Week 6 July 9 - 15Module: Motivating Employees

 Module: Teamwork & Communication

Week 7 July 16 – 22 Module: Marketing Function

 Module: Marketing Mix

Week 8 July 23 – July 27 Module: Accounting & Finance

 Module: Financial Markets & Systems

**Teaching Methods**

This section will be taught as an Internet based course. Information will be delivered via the Canvas online learning management system and will be presented using Lumen Waymaker Mastery digital content.

This course uses Lumen Waymaker Mastery – Introduction to Business, a new set of digital course materials designed using open educational resources (OER) instead of a traditional textbook. You can freely access all readings, videos, quizzes and other activities through course site in our learning management system (LMS), which for Pittsburg State University is Canvas and can be accessed via the PSU website.

This course is different from most other courses in these ways:

* **There is no separate textbook but an access code is required in this course**. You will need to purchase an access code from our College/University Bookstore either online, by phone or in-person. Once purchased, you be able to take all required quizzes. Everything you need will be in the Canvas learning management system.
* **Learning outcomes are clear throughout the course.** Every learning activity is linked directly to something you need to know or do to succeed in this course.
* **Students receive guidance on where to focus their attention.** As you complete self-check questions and quizzes, you’ll get feedback on which areas need more attention.
* **You can take graded quizzes twice.** Quizzes can help you learn. If you don’t like your first quiz score, you can keep studying and retake it. The higher score counts.
* **Instructors can see where students are struggling.** Learning data make it easy for me to see problem areas and offer individualized help.
* **The more you use the course materials, the more I can help.** When you participate, it provides information to help me help you succeed in the course.

This Lumen Waymaker Mastery course was created with funding from the Bill & Melinda Gates Foundation through the Next Generation Courseware Challenge. This course is part of a research project exploring how well students perform using Lumen Waymaker Mastery materials compared to what’s been used in other course sections. Learning data will be used to analyze what’s working, what’s not working, and how to improve the educational experience Lumen Waymaker Mastery provides. Individuals using the courseware will be asked to provide consent to use their data for research purposes. Completing this form is one of the course assignments.  Attributed to Lumen Learning

## How to Succeed in this Course:

To take full advantage of the ways this course is different - and hopefully better - at helping you learn the subject matter effectively, you should do the following things:

1. **DO pay attention to the learning outcomes listed in each module.** The learning outcomes tell you exactly what you need to learn or do succeed. They are cues to help you focus your time and attention.
2. **DO take the “Show What You Know” pretest for each module.** This pretest doesn’t count towards your grade, but it lets you preview the information each course module covers. This will help you target your focus and studying on the areas you most need to work on.
3. **DO go through the course readings and activities.** Everything in the course is directly related to one or more specific learning outcomes. Going through the material will help you master the course content.
4. **DO complete the “self-check” questions.** These questions appear at the end of readings and will help you check your basic understanding of the information covered. They are ungraded and allow unlimited attempts.
5. **DO play around with simulations.** This course contains several simulations that are both fun and educational. You should play them multiple times to see the different outcomes they lead to and experience what happens when you apply concepts in different ways. Simulations are ungraded; their purpose is to help you learn.
6. **DO take module quizzes twice.** You have two attempts on the graded module quizzes, and your highest score counts. These quizzes are a learning activity, not just a test to see what you know. After you take each quiz, you will see which questions you missed and where to continue studying so you can learn the material better. You should use this information to focus your studying so the second quiz attempt goes better.
7. **DON’T wait until the last minute for your first attempt at the module quizzes.** When you take the module quiz, you get information about where you need to focus your attention. As your instructor, I can also see where you’re struggling and offer help. If you wait to the last minute, I may not have time to help before your final quiz is due.
8. **DO respond to me when I offer to help.** I will be monitoring your performance, and from time to time I may reach out to you personally to offer help or encouragement. When you respond, we can work together to improve your understanding. And that’s the whole point of this course!
9. **DO reach out to me when you need help.** I am a resource for you in this course. Do not hesitate to reach out if you’re struggling with the subject matter or course requirements. When you reach out, we can work together to keep you on track for success.
10. **DO be respectful of others.** As in any educational setting, I expect everyone in the course to be respectful of other people as well as their academic work. This applies in all interactions, online and/or in person.

 Attributed to Lumen Learning

## Course Requirements

This course requires your participation in the following activities:

* Complete the consent form to opt in or out of using your learning data for research purposes
* Provide contact information I can use to reach out to you to offer additional guidance, encouragement and support
* Complete the quizzes at the end of each module, keeping in mind that you can take them twice to optimize your grade!
* Submit the required assignments and assessments on time

 Attributed to Lumen Learning

**Canvas**

The Canvas LMS (Learning Management System) is used extensively and exclusively in the Internet based class.

**Attendance Policy**

Since this is an Internet based course, classroom attendance is not required. The class will be broken down into weekly sessions. The week begins at 12:01 a.m. Monday morning and ends at midnight Sunday. All required work for the week must be submitted by 12:00 midnight Sunday, except for the last week of the semester when the deadline is 5:00 pm Friday, July 27, 2018.

Should a student decide to stop attending class it is their responsibility to complete the appropriate forms with the Registrar’s Office to officially withdraw from the class.

**Classroom Conduct**

Although traditional classroom conduct will not be an issue with this Internet based course, students are expected to act professionally in all communications with the instructor and with the other students in the discussion forums.

**Academic Integrity**

All Pitt State students are bound by the academic integrity policies of the university as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college’s Student Code of Ethics as outlined below.

Students shall:

* Refrain from class disturbances.
* Arrive on time and remain until dismissed at all class sessions and to notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
* Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
* Prepare for and participate in all classes.
* Treat fellow students, staff, faculty and administrators with respect.
* Prepare assignments and exams honestly.
* Avoid plagiarism or unacknowledged appropriation of another’s work in any academic work.
Refrain from giving or receiving inappropriate assistance.
* Dress appropriately, avoiding clothing that is revealing, provocative, or includes offensive language or visuals. Dress as a professional when appropriate at ceremonies and interviews.
* Respect University property and use resources in the most effective and efficient manner.
* Be fair and constructive in the evaluation of faculty.
* Obey the policies, regulations, and laws of the United States of America, The State of Kansas, The Kansas Board of Regents, Pittsburg State University and the Gladys A. Kelce College of Business.

**Students with Disabilities**

Please inform the instructor if you have a learning or physical disability that interferes with course requirements. Assistance and/or appropriate accommodations may be available through the contacts listed on the current Syllabus Supplement.

**Course Evaluation Methods**

Points will be awarded discussion forums, individual assignments and quizzes. The week begins at 12:01 a.m. Monday morning and ends at midnight Sunday. All required work for the week must be submitted by 12:00 midnight Sunday, except for the last week of the semester when the deadline is 5:00 pm Friday, July 27, 2018.

Module quizzes will be given via the Canvas Learning Management System. Students will have the opportunity to take each quiz a maximum of two times. Points for quizzes may vary but will typically be worth 30 – 50 points. You will have two attempts at each quiz, with the highest score counting towards your grade.

There may also be other assignments throughout the semester. Details will be provided by the instructor.

The standard grading scale will be used for this course, that is:

A = 90% - 100%

B = 80% - 89.99%

C = 70% - 79.99%

D = 60% - 69.99%

F = 0% - 59.99%

**Note**

The instructor reserves the right to amend and to reorganize this syllabus at any time.