

Seattle University: Albers School of Business and Economics
BUAD SECTION 2 INTEGRATION OF BUSINESS SPRING 2021
Mondays Wednesdays and Fridays 9:20am-10:30am
Class Starts May 3
Syllabus Updated 4/13/21 11:50:08 AM

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COURSE DESCRIPTION AND OBJECTIVES

Welcome to **BUAD 1000-02**. In this introductory and integrative course, we will both jumpstart your business education, and help you prepare for a career in business. You can look forward to successfully achieving the following learning outcomes.

1. Learn about what makes an Albers education unique and develop an understanding of the Albers Mission and Values and how they apply to the business world
2. Develop an understanding of the functional areas of business and their relationship to the Albers Business Core curriculum as well as their connection to individuals' interests and future career paths
3. Learn to work in a team to produce an effective introductory business writing product
4. Understand the integration of the functional areas of business

REQUIRED MATERIAL

1. There is a required textbook. You must have this by class 1. You can get this through the SU library or other sources. Ferrell, Hirt and Ferrell (2018). *Business Foundations: A Changing World. 11th Edition*. McGraw-Hill Education. (It is OK to get the electronic version because you will only use the textbook for reading assignments outside of class).
2. You will need to go to a special website to take the Clifton StrengthsFinder assessment before class 2. Please see the DETAILED explanation later in this syllabus with step by step instructions.
3. **Recommended/Not Required: Social Media Ethics Made Easy, by Joe Barnes, 2016, Business Expert Press. Available at: <http://businessexpertpress.com/books/social-media-ethics-made-easy-how-comply-ftc-guidelines>**

HOW TO NAVIGATE THIS COURSE

Please open each module and follow each step in each module. Please do not short-circuit by going straight to assignments.

GRADING

BUAD 1000 is a credit/no credit class. You either pass and receive two credits or you don't pass and receive a failing grade.

This section of BUAD 1000 has 12 classes. You must attend a minimum of 9 classes, for the entire length of class to pass, and you will also need to achieve at least 75% on the assignments portion.

This section of BUAD 1000 is a combination of real time Synchronous classes and Asynchronous classes that are not in real time. This will make it somewhat less of a challenge for classmates in China, Vietnam, Indonesia, Guam, and other countries.

The pattern is Monday and Wednesday Synchronous, and Friday classes will be Asynchronous.

All classes will be recorded on Zoom and posted after each class ends. I will also post a PDF of the class presentation.

*** To pass this course you must achieve both of the following:**

1. Attend at least 9 out of 12 classes. If you are marked absent for 3+ classes, you will need to retake the class.

You must also

2. Receive a cumulative total of 75% or higher in all class assignments, including online class discussions. Receiving less than 75% in all class assignments will result in not passing even if you have achieved the attendance goal.

Please make sure you submit all assignments on time!

*** If you plagiarize a paper or buy a paper for an assignments in this class, you will automatically fail this class.**

There are 1,220 points possible in this course. You earn points as follows:

120 Attendance

100 StrengthsFinder - Assessment

100 Diversity – Online and in-class Discussion based on reading assignments.

100 LinkedIn and Handshake profiles – Update profiles. Online and in-class Discussion based on reading assignments and your updates to LinkedIn and Handshake.

100 Vocation of the business leader - Online and in-class Discussion based on reading assignments.

100 Ethics: Giving Voice to Values – Online and in-class Discussion based on reading assignments.

100 Business in a Global World - Online and in-class Discussion based on reading assignments.

100 Marketing – Online and in-class Discussion based on reading assignments.

100 Financial Management Issues - Online and in-class Discussion based on reading assignments.

100 Leadership - Online and in-class Discussion based on reading assignments.

100 Digital Transformation for Business Leaders - Online and in-class Discussion based on reading assignments.

100 Leading in Tough Times and Managing Change - Online and in-class Discussion based on reading assignments.

There is a penalty for submitting assignments late. If late work is submitted past a deadline, there will be a 50% reduction for the first 24-hours. After 24-hours, no points. Please make sure you submit work well before a deadline.

You must score 75% or higher to pass the assignments part of class.

SU Athletes actively traveling during this course: Please talk to Joe Barnes in person about assignments before class 2.

Points will be deducted on assignments for:

- Incorrect grammar (more than 5 mistakes = 20% deduction)
- Not citing sources or not citing sources using the correct APA citation style. (20% deduction)
- Submitting a very short single paragraph discussion post. (25% deduction)
- For discussion grading, please see the discussion rubric on Canvas.

LATE WORK POLICY: READ CAREFULLY

- This class moves very fast. There are only 12 class sessions which is why there is a penalty for submitting assignments late. If late work is submitted past a deadline, there will be a 50% reduction for the first 24-hours. After 24-hours, no points. Please make sure you submit work well before a deadline. Please make sure your paper is properly uploaded to Canvas.
- All work must be uploaded into Canvas by the assigned date and time. No assignments can be accepted via email.

WRITING EXPECTATIONS

To achieve the maximum number of points, please follow these expectations:

1. Answer all discussion questions in a detailed and detailed way.
2. Cite your sources using APA style and make it clear to the reader what is your writing, and what is the writing of a source.
3. Use correct grammar, spelling, capitalization, and punctuation. (Seattle University has a great writing center that can help you).
4. ALL discussion work must be submitted as text inside the discussion submission box.
5. The only paper you will be uploading for this class is your strengths assessment which you need to upload as a PDF.

6. Points will be deducted, or you may lose complete points if items 1-5 are not followed.

COURSE EXPECTATIONS AND RESPONSIBILITIES

Class Attendance & Participation: Class attendance and participation is of utmost importance to passing this course. Class time will depend on class discussions and interactive presentations. It is simply not enough to physically show up to class; **you must show up, be prepared, and be engaged.**

As a pass/fail course, **missing more than 3 class sessions for any reason will result in a failing grade and you must take the course again.**

For live, synchronous classes, please turn your camera on.

Special Attendance Note:

Attendance will be taken for each class.

Students who are more than 10-minutes late will be marked absent. The reason is that being on time for class is respectful to the Professor, your peers, our guest speakers, and because being on time is expected in business.

Academic Honesty:

Academic integrity is expected in this class. Academic integrity means that you are expected to approach all assignments within the letter and the spirit of the class rules and the Seattle University Academic Integrity Policy.

These rules exist to maximize the learning experience for all students, preserve the integrity of the class, and to help you practice the high level of integrity expected from business professionals. If you have any doubt about whether anything related to this class meets the standards of integrity, you are expected to disclose the particulars of the situation fully to me.

Academic dishonesty, as defined by university policy, will not be tolerated in any form. If you observe instances of dishonesty, please report them to me immediately. University procedures will be used to investigate reported instances of dishonesty. Seattle University is committed to the principle that academic honesty and integrity are important values in the educational process. Academic dishonesty in any form is a serious offense against the academic community. Acts of academic dishonesty will be addressed according to the Seattle University Academic Honesty Policy. The policy can be found at: <http://www.seattleu.edu/regis/Policies/> If you are not sure whether a particular action is acceptable according to the Academic Honesty Policy, you should check with your instructor before engaging in it.

If You Plagiarize Any Assignments In This Class, or If You Are a Party to Anyone Plagiarizing a Paper In This Class, You Will Automatically Fail This Course. *It is your responsibility to understand the Seattle University academic honesty policy.*

If you buy a paper from any source and submit it as your own, you will automatically fail the course.

If someone writes a paper, in full or part, for you, you will automatically fail the course.

LAPTOPS, MOBILE TABLETS AND CELLPHONES: Please be “present” for each class. This means no multitasking or using secondary electronics during class. Education research clearly shows active memory increases when distractions are minimized.

UNIVERSITY RESOURCES AND POLICIES

Academic Resources

- Library and Learning Commons (<http://www.seattleu.edu/learningcommons/>)
(This includes: Learning Assistance Programs, Research [Library] Services, Writing Center, Math Lab)
- Academic Integrity Tutorial (found on Canvas and SU Online)

Academic Policies on Registrar website (<https://www.seattleu.edu/redhawk-axis/academic-policies/>)

- Academic Integrity Policy
- Academic Grading Grievance Policy
- Professional Conduct Policy (only for those professional programs to which it applies)

Notice for students concerning Disabilities

If you have, or think you may have, a disability (including an ‘invisible disability’ such as a learning disability, a chronic health problem, or a mental health condition) that interferes with your performance as a student in this class, you are encouraged to arrange support services and/or accommodations through Disabilities Services staff located in Loyola 100, (206) 296-5740. Disability-based adjustments to course expectations can be arranged only through this process.

Notice Regarding Religious Accommodations

It is the policy of Seattle University to reasonably accommodate students who, due to the observance of religious holidays, expect to be absent or endure a significant hardship during certain days of their academic course or program. Please see, Policy on Religious Accommodations for Students (<https://www.seattleu.edu/media/policies/Policy-on-Religious-Accommodations-for-Students—FINAL.PDF>.)”

Office of Institutional Equity

Title IX of the Education Amendments of 1972 (Title IX) prohibits discrimination based on sex in educational programs or activities that receive Federal financial assistance. This prohibition includes sexual misconduct, which encompasses sexual harassment and sexual violence. Seattle U remains committed to providing a safe and equitable learning, living, and working environment. Seattle U offers emergency, medical, and other support resources, as well as assistance with safety and support measures, to community members who have experienced or been impacted by sexual misconduct. Seattle U requires all faculty and staff to notify the University’s Title IX Coordinator if they become aware of any incident of sexual misconduct experienced by a student.

For more information, please visit <https://www.seattleu.edu/equity/>. If you have any questions or concerns, you may also directly contact the Title IX Coordinator in the Office of Institutional Equity (email: oiie@seattleu.edu; phone: 206.296.2824) University Resources and Policies

BUAD-1000-02 MWF 9:20am-10:30am. Starts May 3

Class Date	Class Format
Monday (Class 1) May 3	Synchronous
Wednesday (Class 2) May 5	Synchronous
Friday (Class 3) May 7	Asynchronous
Monday (Class 4) May 10	Synchronous
Wednesday (Class 5) May 12	Synchronous
Friday (Class 6) May 14	Asynchronous
Monday (class 7) May 17	Synchronous
Wednesday (Class 8) May 19	Synchronous
Friday (Class 9) May 21	Asynchronous
Monday (Class 10) May 24	Synchronous
Wednesday (Class 11) May 26	Synchronous
Friday (Class 12) May 28	Asynchronous

CLASS SCHEDULE

Subject to updates and changes by Professor Barnes. You will be notified immediately of any changes.

This syllabus does not include all assignments. Please check Canvas ASSIGNMENTSS TAB for assignments and due dates/times. THE COMPLETE WRITTEN ASSIGNMENTS DETAILS CAN BE FOUND IN THE ASSIGNMENTSS TAB AREA OF CANVAS.

Class Date	Subject	Preparation/Assignments
Monday (Class 1) May 3 Synchronous	Introductions PROFESSORS: Majors/How all majors work together in support of a successful business. Economics deep dive. JB: Syllabus review, team expectations, APA refresher, Library Sources Explanation of resources included for students in Canvas including: The difference between “analyzing” a case and “describing” a case. Business writing resources. How to effectively take notes when reading, watching a video, and in class. How to use the “Spaced Repetition System” to learn anything. How to use the “Cornell Note Taking System.” (Article and video).	<u>Reading/Viewing for class 1:</u> ▷Read chapter 1 in textbook: “The Dynamics of Business and Economics.” ▷Read short articles posted in module 1 on Canvas about the economy. <u>Assignments for class 2.</u> ▷Do the Gallup/Clifton StrengthFinder Assessment outlined in Canvas Assignments. (See Canvas for exact due date and time) ▷Bring a <u>printed copy</u> of your 5 Gallup/Clifton strengths assessment to class 2 for discussion. ▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time)
Wednesday (Class 2) May 5 Synchronous	Gallup StrengthsFinder	<u>Reading/Viewing for class 2:</u> ▷Read article in Module 2 about Gallup/Clifton StrengthsFinder before class 2. ▷Bring a <u>printed copy</u> of your 5 Gallup/Clifton strengths assessment to class 2 for discussion. <u>Assignments for class 3.</u> ▷Read/watch articles and videos in module 3 before class 3. Be ready to discuss in class. ▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time)

Class Date	Subject	Preparation/Assignments
Friday (Class 3) May 7 Asynchronous	Diversity, Equity, Inclusion and Sexual Harassment in the Workplace.	<p><u>Reading/Viewing for class 3:</u></p> <ul style="list-style-type: none"> ▷Read/Watch short articles and video in module 3 before class 3. Be ready to discuss in class. ▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time) Be ready to discuss in class. <p><u>Assignments for class 4.</u></p> <ul style="list-style-type: none"> ▷Update or start your LinkedIn profile as outlined in Canvas Assignments. (See Canvas for exact due date and time) ▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time)
Monday (Class 4) May 10 Synchronous	LinkedIn and Handshake workshop.	<p><u>Reading/Viewing for class 4:</u></p> <ul style="list-style-type: none"> ▷Read/Watch short articles and video in module 4 before class 4. Be ready to discuss in class. ▷Read chapter 9 in textbook: “Motivating the Workforce.” Be ready to discuss in class. ▷Read chapter 10 in textbook: “Managing Human Resources.” Be ready to discuss in class. ▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time) Be ready to discuss in class. <p><u>Assignments for class 5:</u></p> <ul style="list-style-type: none"> ▷Read/Watch short articles and video in module 5 before class 5. Be ready to discuss in class. Read chapter 7 in textbook before class 7. “Organization, Teamwork, and Communication.” Be ready to discuss in class. ▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time)

Class Date	Subject	Preparation/Assignments
<p>Wednesday (Class 5) May 12 Synchronous</p>	<p>Vocation of the Business Leader and Servant Leadership</p>	<p><u>Reading/Viewing for class 5:</u> ▷Read/Watch short articles and video in module 5 before class 5. Be ready to discuss in class.</p> <p>Read chapter 7 in textbook before class 7. “Organization, Teamwork, and Communication.” Be ready to discuss in class.</p> <p>▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time)</p> <p><u>Assignments for class 6.</u> ▷Read/Watch short articles and video in module 6 before class 6. Be ready to discuss in class.</p> <p>▷Read Chapter 2 in textbook “Business Ethics and Social Responsibility.” Be ready to discuss in class.</p> <p>▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time) Be ready to discuss in class.</p>
<p>Friday (Class 6) May 14 Asynchronous</p>	<p>Ethics: “Giving Voice to Values” - How to Voice Your Values.</p>	<p><u>Reading/Viewing for class 6:</u> ▷Read/Watch short articles and video in module 6 before class 6. Be ready to discuss in class.</p> <p>▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time)</p> <p><u>Assignments for class 7.</u> ▷Read/Watch short articles and video in module 7 before class 7. Be ready to discuss in class.</p> <p>▷Read Chapter 3 in textbook “Business in a Borderless World.” Be ready to discuss in class.</p> <p>▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time) Be ready to discuss in class.</p>

Class Date	Subject	Preparation/Assignments
Monday (class 7) May 17 Synchronous	Business in a Global World	<p><u>Reading/Viewing for class 7:</u> ▷Read/Watch short articles and video in module 7 before class 7. Be ready to discuss in class.</p> <p>▷Read Chapter 3 in textbook “Business in a Borderless World.” Be ready to discuss in class.</p> <p>▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time) Be ready to discuss in class.</p> <p><u>Assignments for class 8.</u> ▷Read/Watch short articles and video in module 8 before class 8. Be ready to discuss in class.</p> <p>Read Chapter 11 in textbook: “Customer Driven Marketing.” Be ready to discuss in class.</p> <p>▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time) Be ready to discuss in class.</p>
Wednesday (Class 8) May 19 Synchronous	Marketing & Sales - Marketing and Sales	<p><u>Reading/Viewing for class 8:</u> ▷Read/Watch short articles and video in module 8 before class 8. Be ready to discuss in class.</p> <p>Reminder Read Chapter 11 in textbook: “Customer Driven Marketing.” Be ready to discuss in class.</p> <p>Read Chapter 13 in textbook: “Dimensions of Marketing Strategy.” Be ready to discuss in class.</p> <p>▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time)</p> <p><u>Assignments for class 9.</u> ▷Read/Watch short articles and video in module 9 before class 9. Be ready to discuss in class.</p> <p>▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time). Be ready to discuss in class.</p>

Class Date	Subject	Preparation/Assignments
Friday (Class 9) May 21 Asynchronous	Financial Management	<p><u>Reading/Viewing for class 9:</u> ▷Read/Watch short articles and video in module 9 before class 9. Be ready to discuss in class.</p> <p>Read chapter 15 in textbook: “Money and the financial system.”</p> <p>Read Chapter 16 in textbook: “Financial Management and Securities Markets.”</p> <p>▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time)</p> <p><u>Assignments for class 10.</u> ▷Read/Watch short articles and video in module 10 before class 10. Be ready to discuss in class.</p> <p>▷Read Chapter 6 in textbook: “The Nature of Management,” before class 10.</p> <p>▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time). Be ready to discuss in class.</p>
Wednesday (Class 10) May 26 Synchronous	Digital Transformation	<u>To be assigned.</u>
Friday (Class 11) May 28 Asynchronous	Leading in Tough Times and Managing Change	<u>To be assigned.</u>
Monday (Class 12) May 24 Synchronous	Leadership: Your future in business	<p><u>Reading/Viewing for class 12:</u> ▷Read/Watch short articles and video in module 12 before class 12. Be ready to discuss in class.</p> <p>▷Read Chapter 6 in textbook: “The Nature of Management,” before class 12. Be ready to discuss in class.</p> <p>▷Submit online class discussion and one follow-up to a classmate. (See Canvas for exact due date and time) Be ready to discuss in class.</p>