

**Seattle University: Albers School of Business and Economics**  
**BUAD 1000 SECTION 2 INTEGRATION OF BUSINESS SPRING 2022**  
**Tuesdays and Thursdays 8am-9:45am Pigott 103**  
***Syllabus Updated 3/25/22 4:45:07 PM***

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**COURSE DESCRIPTION AND OBJECTIVES**

The course provides a **necessary foundation** for all Albers students. It gives every undergraduate in Albers a solid foundation of expectations, explains how we support each student, and identifies the resources available for their success, all within the values of SU.

The course exposes you to important and timely issues. The goal is to help shape your understanding of the business issues we face and why your engagement is so important. We also stress how you should use your hearts and minds – and “compassionate curiosity” --- as business leaders.

Among some of the areas covered by the course:

- Professors from each discipline come in to help you understand how all of the disciplines work together for the success of a business.
- The Albers Placement Center and our Academic Advisors come in to talk about expectations and how we/they can best help you.
- All students take the Clifton/Gallup StrengthsFinder assessment helping you learn to appreciate different strengths in others, and how to capitalize on your own strengths.
- Diversity, Equity, Inclusion, and Racism, the concept of being “Anti-Racist,” and Sexual Harassment in Business.
- How to leverage your LinkedIn and Handshake profiles. (This is part of a three (3) year cycle: BUAD 1000 setting up or updating LinkedIn and Handshake. BCOM 2800 addresses best practices for cover letters and resumes, and how to include the Gallup/Clifton strengths. In year three, MKTG 3500 you focus on your personal brand story for LinkedIn and Handshake).
- The Vocation of the Business Leader, Servant Leadership, and humility. You reflect on what kind of business leader they want to be.
- Ethics: How to voice your values and ethics, and why now is the time to practice this skill. (Based on Mary Gentile’s concepts).
- A Financial Management section covers a wide range of topics including How to tell a financial “story” when doing presentations. It illustrates storytelling with data.
- How to leverage SU Business Library Resources.
- Business in a Global World covering the biggest global issues facing businesses, such as pay inequity, why China is such an important trading partner, and how Costco evaluates which countries to go into and which ones they won’t expand into and why.
- Overview of marketing today and the major key concepts.
- Overview of digital transformation and how it is affecting every business and every businessperson.

You will be writing several “reflection” discussion posts with challenging questions on each area of business, and we discuss these in class. We apply relevant, integrated, and real world examples to help you understand the importance of your values, ethics, and the choices you make as future business leaders.

## **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. 11<sup>th</sup> 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 9 classes. You must attend a minimum of 7 classes, for the entire length of class to pass, and you will also need to achieve at least 75% on the assignments portion.

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

1. Attend at least 7 out of 9 classes. If you are marked absent for 3+ classes, you will need to retake the class.
2. You also must achieve 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 discussion post, or buy a paper for an assignments in this class, you will automatically fail this class. This includes using an content from sources such as Course Hero, etc.

You earn points as follows:

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

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

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

## **LATE WORK POLICY:**

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.
- This class moves very fast. There are only 10 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 two class sessions for any reason will result in a failing grade and you must take the course again.**

#### **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. **\*\* Please bring a journal or notebook to each class to take notes \*\***

## **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: [oi@seattleu.edu](mailto:oi@seattleu.edu); phone: 206.296.2824) University Resources and Policies

### **CLASS SCHEDULE**

Subject to updates and changes by Professor Barnes. You will be notified immediately of any changes. Please check Canvas ASSIGNMENTSS TAB for assignments and due dates/times.

### **SECTION 2 \* Section 2 will be 9 sessions\***

<b>WEEK</b>	<b>DAY</b>	<b>DATE</b>	<b>TOPICS</b>
1	Thursday	May 5	Introductions, Guest Professors, Class Expectations, Economics deep dive. Dean: Economics. Ajay: Marketing
2	Tuesday	May 10	Clifton/Gallup Strengthsfinder. Guest Speaker Megan Spaulding.
3	Thursday	May 12	Diversity, Equity, Inclusion and Sexual Harassment in the Workplace.
4	Tuesday	May 17	LinkedIn and Handshake workshop.
5	Thursday	May 19	Ethics: "Giving Voice to Values" - How to Voice Your Values.
6	Tuesday	May 24	Marketing, Sales, Global Business
7	Thursday	May 26	Vocation of the Business Leader and Servant Leadership
8	Tuesday	May 31	Financial Management Albers Placement Center and Advising Presentation Final presentation by Joe Barnes
9	Thursday	June 2	Team Presentations