The Beacom School of Business
Mission Statement
Our primary mission is excellence in undergraduate and graduate education that develops successful future business leaders. We deliver high value to our students, employers, and community through distinctive teaching and learning supported by significant intellectual and professional contributions and meaningful service.

Course Description
This course will introduce the business environment and the language of business. We will explore the various functional areas of business and how the programs available at the Beacom School of Business support each of these functional areas.

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Course Summary
Per the description above, we will be taking a comprehensive look at the Business world. To that end, here is a summary of the activities we will be completing in the course:

- **Two to three weekly activities**:
  - a short assessment quiz (only on weeks without exams)
  - a discussion board activity
  - the lecture (watching the recording)

- **A Case Study roughly every three weeks**:
  Each student will choose a public company to follow and complete the case study assignments

- **An exam roughly every four weeks**:
  *This is done in lieu of two larger exams (e.g. midterm and final) so as to more evenly distribute the material and put less stress on students.*
  The written portion with approx 50 multiple choice questions, (some may be essay questions)

<table>
<thead>
<tr>
<th>Day</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>Start of the week; new materials and weekly assessments available. <strong>Lecture available.</strong> Open for independent work and discussions</td>
</tr>
<tr>
<td>Tuesday</td>
<td>Open for independent work and discussions</td>
</tr>
<tr>
<td>Wednesday</td>
<td>Open for independent work and discussions</td>
</tr>
<tr>
<td>Thursday</td>
<td><strong>Initial response to Discussion Questions Due by 11:59 PM CT</strong> Open for independent work and discussions</td>
</tr>
<tr>
<td>Friday</td>
<td>Open for independent work and discussions</td>
</tr>
<tr>
<td>Saturday</td>
<td>Open for independent work and discussions</td>
</tr>
<tr>
<td>Sunday</td>
<td><strong>Peer Discussion Question postings due by 11:59 PM CT</strong> Quizzes due, as assigned. All weekly tests/quizzes/assignments due by 11:59 PM CT on Sunday night.</td>
</tr>
</tbody>
</table>
Textbook Information

**(always double check with the USD Bookstore for the latest edition!)

Instructional Method

This course will be facilitated entirely online via Desire2Learn (https://d2l.sdbor.edu), which you will use to:

- Communicate with your classmates and the instructor
- View lecture notes and recordings
- View and complete self-assessment quizzes and exams
- Submit coursework
- Access all required course materials (lecture recordings, lecture slides, required listening)
- Access supplemental materials (interactive learning tools, supplemental listening, videos, etc.)
- Access your course progress and grade information

Student Expectations

First and foremost, students are expected to read, understand, and abide by all policies and procedures outlined in this syllabus, as well as those in the Online Student Handbook, which can be accessed from the “Getting Started” widget on the course homepage. The latter contains important information about the various support services available to online students.

In terms of activities, each week is detailed in the Class Schedule that can be accessed via the “Getting Started” widget on the course homepage. The instructor will also provide regular updates during the week, so students should log into D2L to check for news and email at least three times per week, if not more frequently.

**IMPORTANT:** In order to complete the discussion activities each week, it will be necessary to log into the course on Sunday evenings. Please plan accordingly.

See the Grade Assessments: Discussions section below for additional details.

In terms of time commitment, the South Dakota Board of Regents (SDBOR) defines a credit hour as constituting one hour of classroom or direct faculty instruction, and two hours of out-of-class, student work. As this is a three-credit-hour course, students should expect to dedicate around nine (9) hours per week to course activities.
Students are also expected to have and maintain the appropriate technology required to complete the course. For more information about this, please see the Technology Requirements towards the end of the syllabus.

One important thing to remember: when all is said and done, this is your class; it is what you make of it. Your level of participation will be directly proportional to your class experience: you will get out of it what you put into it.

**Instructor Expectations**

The instructor will strive to provide every possible opportunity for detailed feedback and, unless otherwise stated, will respond to inquiries within twenty-four (24) hours on weekdays, or within forty-eight hours (48) on the weekends and holidays. The instructor will also endeavor to return feedback and suggestions, using standard rubrics and grading criteria, within a reasonable amount of time—see the Assessments section below for more detail.

Finally, the instructor will also abide by all policies set forth in this syllabus and those by the Online Student Handbook, The University of South Dakota, and the SDBOR.

**Course Objectives**

This course is an introduction to the basic business disciplines as well as the organization and management of the American enterprise system. You will be introduced to college level skills of critical thinking, effective communication and cooperative and effective learning. More specifically, the objectives are to:

1. Demonstrate an introductory understanding of the business environment, its language, and the role of business in our lives by defining and describing:
   a. Terminology of basic business disciplines
   b. Role and importance of the basic business disciplines
   c. The global impact of business activities
   d. Importance of high ethical standards in business decision making
   e. Current trends in business

2. Explain concepts and their application in today’s business environment. Students will detail how each business discipline studied is applied within the integrated framework of the business organization.

3. Communicate effectively in both written and verbal business communications.
Class Schedule & Coverage of Topics
Please see the “Class Schedule” link in the “Getting Started” widget on the course homepage.

Lectures /Office Hours

IMPORTANT: Because this is an online, asynchronous course, attendance at a weekly live lecture is NOT a requirement; however, students not attending the live lecture are required to review the lecture recording.

Also, viewing the lecture slides/notes will not be sufficient, as they only serve as an outline for the lecture. In short: if you do not attend the live lecture, or watch the recording, you may miss answers on the exams.

All of the lecture slides and notes—which can be accessed before the lecture—and subsequent recordings of the lectures, will be made available under the Content area of the course, under the Activities section of the current week. Lecture recordings will generally be posted weekly.

Assessments

Because of the online nature of this course, it is important that students receive regular feedback on their progress. To that end, there will be weekly participation requirements and assessments to assure that ample feedback is provided and that ample opportunity is provided to ask questions about the various course topics.

IMPORTANT: Late work will only be accepted—and/or make-up assessments will only be made available—under conditions such as a documented illness, family emergencies, etc., and will be provided solely at the discretion of the instructor. When possible, students should notify the instructor prior to missing any assessment.

Graded Assessments: Exams

Four exams will be administered via D2L and will be returned, either within a week after the due date, or when the last exam has been submitted—whichever is later.

In terms of topics and points, here is how the exams will breakdown:

<table>
<thead>
<tr>
<th>Exam</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam I</td>
<td>100</td>
</tr>
<tr>
<td>Exam II</td>
<td>100</td>
</tr>
<tr>
<td>Exam III</td>
<td>100</td>
</tr>
<tr>
<td>Exam IV final</td>
<td>100</td>
</tr>
<tr>
<td><strong>EXAM TOTAL</strong></td>
<td><strong>400</strong></td>
</tr>
</tbody>
</table>
Exams must be taken at a testing center or supervised by a CDE approved proctor. Exams will be timed using the Respondus LockDown Browser (LDB), which you will be required to download and install on the computer accessing the exam. The exams will consist of 50 multiple choice questions. You must complete the exam by 11:59pm on the scheduled exam day. You will have 50 minutes to complete each exam.

IMPORTANT: At the discretion of the instructor, any portion of the exam submitted after the time limit may be subject to a point deduction, or a loss of credit for any questions answered after the time limit has been exceeded.

Graded Assessments: Quizzes
Quizzes will be posted weekly via D2L. There will be 100 points assigned to quizzes. There will be 10 quizzes available at 10 points each. Quizzes will consist of 10 multiple choice questions. Quizzes will be accessed using the Respondus LockDown Browser and will be timed. You will have 15 minutes to complete a quiz. No proctor is required. Quizzes are auto-graded in D2L.

Graded Assessments: Case Study Assignments
Each student will choose a public company to follow and complete the case study assignments. There will be 5 short assignments worth 20 points each. At total of 100 points are assigned to the Case Study assignments. All feedback/grades will be returned within a week of the due date, unless otherwise noted by the instructor.

Graded Assessments: Discussions
Each week, in addition to completing the assignments, you will read, analyze, and respond to discussion questions and comments from the other students and from the instructor—in short, you are required to actively participate in online discussions associated with the week’s lecture and/or Chapter assignments.

Students will be discussing questions posed by the instructor. Students will need to post at least one direct response to the instructor’s postings; however, students are responsible for reviewing all posts. Students will also need to post at least one response to another course member’s posting.

When posting in the discussions, each student must abide by the “Netiquette” section in the Online Student Handbook, which can be found in the “Getting Started” widget on the Course Home page. Additionally, each student will need to post a substantive response to the question or questions posed by the instructor, and then reply substantively to another student’s response. A substantive response is more than simply saying, “I agree,” or “I disagree;” rather, it will provide arguments to support the student’s response.
Expectations for Discussion Question Responses

Discussion question responses should be 100 to 150 words. Unlike formal written assignments, your discussion question responses are not required to adhere to specific formatting requirements. However, please make sure to proofread carefully.

Discussion question responses should reflect critical thought. Whenever possible, please try to relate the course content to real-world applications, and where possible, from your experiences.

Participation in the discussions is required and will be worth twenty (20) points, awarded according to this rubric:

<table>
<thead>
<tr>
<th>EXPECTATION</th>
<th>POINTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posting a Substantive response to instructor’s question by Thursday@ 11:59 PM CT</td>
<td>10</td>
</tr>
<tr>
<td>Responding with a Substantive response to peer posting by Sunday@ 11:59 PM CT</td>
<td>5</td>
</tr>
<tr>
<td>Reading the majority of peer postings*</td>
<td>5</td>
</tr>
<tr>
<td>*see important note below</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td>20</td>
</tr>
</tbody>
</table>

As stated in the rubric, your initial response to the instructor’s question is due by Thursday@ 11:59 PM CT. If you do not post your initial response by this time, you will lose ten points.

**TIP:** You must post a response in the discussion topic before being able to see other postings made by your peers.

Weekly discussions will close on Sunday@ 11:59 PM CT, so you must complete all requirements by that time or you will lose points for whatever requirements are incomplete.

**IMPORTANT:** At the discretion of the instructor, you will not be penalized for not reading a few peer postings, especially if they have been posted late on Sunday evening. That said, if you do not read a majority of the peer postings (based on the instructor’s calculation of messages read vs. those posted), and lose the points for not doing so, it will be your responsibility to notify the instructor of this situation, as D2L’s grading tools do not report this information to the instructor.

Discussion participation will be assessed at the conclusion of each discussion topic on the level and quality of participation. In general, the instructor may provide summary feedback to each group via course mail, and will provide individual feedback and grades in the Assessments ➜ Grades section of the course. All feedback/grades will be returned within a week of the due date, unless otherwise noted by the instructor.
IMPORTANT: Because of the interactive nature of discussions, if you miss a weekly discussion, even for an excused absence, you will NOT be able to make it up.

Lecture Participation

Review of lectures is required. All of the course’s lectures links will be posted in d2l. This is an online, asynchronous course, students are required to review the lecture recording, as material will be discussed in the lecture that is not covered in the lecture notes. In short: if you do not review the lectures, you may miss answers on quizzes or exams.

Course Point Total

Given the types of assessments and number of points each is worth, the total number of points in the course is broken down as follows:

<table>
<thead>
<tr>
<th>ASSESSMENT</th>
<th>FALL/SPRING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Four Exams</td>
<td>400</td>
</tr>
<tr>
<td>4 x 100 points</td>
<td></td>
</tr>
<tr>
<td>Five Case Studies</td>
<td>100</td>
</tr>
<tr>
<td>5 x 20 points</td>
<td></td>
</tr>
<tr>
<td>Quizzes</td>
<td>100</td>
</tr>
<tr>
<td>10 x 10 points</td>
<td></td>
</tr>
<tr>
<td>Discussion Board Participation</td>
<td>220</td>
</tr>
<tr>
<td>10 x 20 points</td>
<td></td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td><strong>820</strong></td>
</tr>
</tbody>
</table>

Note: the actual number of points in the course may vary slightly from this.

Grading

Your grade is calculated using straight percentages:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Percentage</th>
<th>Fall/Spring Points (approximate)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>90-100%</td>
<td>738 - 820</td>
</tr>
<tr>
<td>B</td>
<td>80-89%</td>
<td>656 - 737</td>
</tr>
<tr>
<td>C</td>
<td>70-79%</td>
<td>574 - 655</td>
</tr>
<tr>
<td>D</td>
<td>60-69%</td>
<td>492 - 573</td>
</tr>
<tr>
<td>F</td>
<td>up to 59%</td>
<td>up to 491</td>
</tr>
</tbody>
</table>
IMPORTANT: You can check your current grade at any time during the semester by clicking on the Assessments ➜ Grades link. You will also be able to check the grades for any assessment, as well as feedback on those assessments, using this link as well.

Technology Requirements
The University of South Dakota has established minimum technology requirements for participation in online courses. These are outlined under the “Technology Support and Requirements” section in the Online Student Handbook in the “Getting Started” widget on the course homepage.

Aside from the requirements listed in the handbook, this course has three other requirements:

1. All students should have the ability to submit performance/album reviews in a format compatible with Turnitin (Word: DOC or DOCX; OpenOffice: ODT; Other: RTF, TXT, PDF, WPS). The University of South Dakota provides access to Google Docs—a free, online office suite—which can save documents as Word files. USD’s Google Docs can be accessed with your USD username and password at: http://docs.usd.edu.

Additionally, USD makes Microsoft Office available for free to all students. For more information, please visit the USD Technology page: http://www.usd.edu/technology

2. In order to take the quizzes and exams in this course, you will be required to use the Respondus LockDown Browser. This can be downloaded from any quiz or survey, but only needs to be installed once. That being the case, you will need to have the appropriate permissions to install the software on the computer from which you will be taking the exam. Please see "Respondus LockDown Browser Instructions" under the "General Materials" section in the Content area of the course for more detail.

Student Resources:
The University of South Dakota provides a number of useful services to students:

- **Online Student Handbook (in the “Getting Started” widget on the course homepage):** This contains very important information related to the services provided by the University of South Dakota as well as the University policies. In it, you will find such information as:
  - Academic support services such as the library, writing center, proctor and testing information, book purchasing, etc.
○ Student support services such as advising and enrollment information, financial aid, student life, and counseling, etc.
○ Technology support services like technology requirements, ITS Help Desk contact information, discounts on computers and software, etc.

- **myUSD Portal** ([http://my.usd.edu](http://my.usd.edu)):
The myUSD Portal is your one-stop place for a majority of services offered to any student taking a USD course—like this course. You can access the following services from the “Academics” tab in the portal:
  - WebAdvisor
  - I.D. Weeks Library

- **The USD Writing Center** ([http://www.usd.edu/academics/writing-center](http://www.usd.edu/academics/writing-center)):
The USD Writing Center was established to provide writing assistance to students in order to help them become better writers. It is available on campus during regular business hours and online in the evenings. Please visit the URL above for more information.

**Plagiarism Policy:**
Plagiarism is defined as using the words and/or ideas of another and representing them to be your own, without proper credit to the author or source. Whether intentional or unintentional, plagiarism will result, at a minimum, in a grade of zero for that assignment.

Since it is impossible to evaluate a plagiarized paper, no credit can be given. At the discretion of the instructor, a student may be subject to any, or a combination, of the following:

- allowed to rewrite and resubmit the assignment for credit
- given a zero for the assignment
- assigned a reduced grade for the course
- reported to the program in which the student is majoring and that department may take additional action
- dropped from the course
- failed in the course

**IMPORTANT:** The instructor may use iParadigm’s Turnitin product to determine the level of originality of papers submitted in the course. All student papers will become part of a course database of papers that will also be used to check the originality of future papers submitted in the course; however, the student will maintain copyright ownership of the paper. For more information about this, please refer to:

Freedom in Learning:
Under Board of Regents and University policy student academic performance may be evaluated solely on an academic basis, not on opinions or conduct in matters unrelated to academic standards. Students should be free to take reasoned exception to the data or views offered in any course of study and to reserve judgment about matters of opinion, but they are responsible for learning the content of any course of study for which they are enrolled. Students who believe that an academic evaluation reflects prejudiced or capricious consideration of student opinions or conduct unrelated to academic standards should contact the Business Dept at (605) 677-5455 to initiate a review of the evaluation.

Disability Services:
Any student who feels s/he may need academic accommodations or access accommodations based on the impact of a documented disability should contact and register with Disability Services during the first week of class. Disability Services is the official office to assist students through the process of disability verification and coordination of appropriate and reasonable accommodations. Students currently registered with Disability Services must obtain a new accommodation memo each semester.

For information contact:

Ernetta L. Fox, Director
Disability Services
Room 119 Service Center
(605) 677-6389
http://www.usd.edu/ds/
dservices@usd.edu

Diversity
The University of South Dakota strives to foster a globally inclusive learning environment where opportunities are provided for diversity to be recognized and respected. This course will explore many of these areas.