

## COURSE ADDITION/REVISION/TERMINATION FORM



(See back of form for instructions)  
 ADDITION  REVISION  TERMINATION

1. COURSE NUMBER BA 101      2. COURSE TITLE The Business Universe

3. IF REVISION: Previous Course No. \_\_\_\_\_ Previous Title \_\_\_\_\_

4. FOR ADDITIONS AND REVISIONS - FIRST TERM/YEAR TO BE OFFERED:  
 Fall  Spring  Summer  Term 2018

5. FOR TERMINATIONS ONLY - LAST TERM/YEAR TO BE OFFERED:  
 Fall  Spring  Summer  Term \_\_\_\_\_

6. COLLEGE: Harrison College of Business      DEPARTMENT NAME: Mgmt & Marketing

7. CIP CODE: 52.0101

8. FIXED CREDIT HOURS: YES  NO   
3 Total Hours      3 Lec Hours      \_\_\_\_\_ Lab Hours

9. VARIABLE CREDIT HOURS: YES  NO   
 \_\_\_\_\_ Total Min Hours      \_\_\_\_\_ Max Total Hours  
 \_\_\_\_\_ Min Lec Hours      \_\_\_\_\_ Max Lec Hours  
 \_\_\_\_\_ Min Lab Hours      \_\_\_\_\_ Max Lab Hours

10. REPEATABLE COURSE TAKEN FOR CREDIT: YES  NO       If YES, total number of times course can be taken \_\_\_\_\_

11. COURSE LEVEL: Undergraduate      12. GRADE TYPE: Standard Grade

13. COURSE DEGREE RELATED: Degree related  Developmental

14. COURSE MEDIUM-Choose appropriate code: L - Lecture

15. FACULTY CREDIT HOURS: 3

16. CROSS-LISTED COURSE: NO  YES  WITH \_\_\_\_\_

17. SPECIAL COURSE FEE? (Must be Board approved)  
 YES  Amount \$ \_\_\_\_\_ NO

18. UNIVERSITY STUDIES COURSE: NO

19. Course Description (20 words or less) for University BULLETIN or Attach Electronic Syllabus:  
Introductory study of business functions, current business issues, business careers, and the role of business in society.

### COURSE APPROVAL SIGNATURES

Department Chairperson  _____ College of Education Council	Dean of Kent Library  <u>11/17/2017</u> _____ University Studies Council	College Council  _____ Graduate Council
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To obtain the next signature, save the pdf to your desktop and then email the form as an attachment to the next individual for signing. When submitting the form, the email must come from your Southeast email account.

<b>Registrar's Office Use Only</b> SCACRSE _____ Bulletin _____ Degree Audit _____ SHATATR _____
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## Memorandum

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**Date:** Oct. 12, 2017

**To:** HCB Council

**From:** HCB BSBA Core & Support Revision Committee

**Subject:** Freshman Business Course

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The BSBA Core and Support Revision Committee recommend a freshman level course addition to the core courses required for BSBA students. This memo supports the attached proposal and gives rationale for that support.

**Proposed Course:** BA101 The Business Universe; **Proposed Implementation Date:** Fall 2018

This introductory business course intends to educate, engage, and excite incoming students about the study of the business universe. The foundation laid by the course should improve HCB freshmen retention and increase student engagement with the college and HCB faculty earlier in their academic experience. The proposed course revision is also based in part on a report from the HCB Assurance of Learning Committee, where assessment documentation showed a need for improvement in student data collected for assurance of learning objectives for AACSB accreditation.

We support the proposal that the course be team-taught by full-time, permanent faculty, who are student-centered, and have a teaching style that is interactive and engaging. A single faculty member will teach the same module across all course sections. For all sections, the first module completed will be "Business World" taught by the instructor of record. In each section, the second module taught will be the module considered the instructor of record module of expertise. Then instructors will rotate between the sections to teach their module of expertise. This model provides the same instructor to students for the first five weeks of the course, to make it easier for instructors to identify at-risk students.

Course content will be delivered via "modules." Each module will be taught across the sections by the same faculty member (from that discipline), will incorporate an interactive piece, and will wrap up with "*Careers in xxx.*" Content delivery will consist of a variety of methods including some lecture, outside readings, videos, and small group discussions. Current events will be tied in throughout the semester (ideally within every module) to show the relevance of the role of business in our everyday lives.

We support that a coordinator be appointed to assist with prep for the course and rotation of faculty across sections. The instructor of record for a particular section will be responsible for attendance, keeping the class grade-book up-to-date, identifying at-risk students, and reporting midterm and final grades. The individual faculty for each module will develop the specific course content for their module within the framework identified in the proposal.

In the Fall 2016 semester, the HCB had approximately 250 new freshmen and 120 new transfer students, though it is anticipated that many of the transfer students will have an introduction to business course at their previous institution. This would require approximately 10 sections of 30 students each year. For Fall 2018 we expect five face-to-face sections, and starting in Spring 2019 at least one of the sections every semester will be online.

We expect that the addition of this course will increase retention significantly, especially for first-time, full-time freshman students. Additionally, we anticipate that many who come in with a desire to major in the BSBA will have a greater understanding of the range of opportunities offered and be more likely to have a better fit between their major and their expectations.

**COURSE APPROVAL DOCUMENT**  
Southeast Missouri State University

Department: Management and Marketing  
College of Business

Course No. BA 101

Title of Course: The Business Universe

Date: Fall 2017

Please check:  New  
 Revision

- I. Catalog Description (Credit Hours of Course): Introductory study of business functions, current business issues, business careers, and the role of business in society. (3)
- II. Prerequisite(s): (none)  
Co-requisite(s): (none)
- III. Purposes or Objectives of the Course (optional):
- A. To educate, engage, and excite incoming students about the study of the business world.
  - B. To engage students in discussions of current business issues and educate students on available resources for exploring business current events.
  - C. To explore business careers characteristics and their alignment with the student's aspirations.
  - D. To build the student/HCB faculty relationship earlier in the student's college experience.
- IV. Course Learning Outcomes (Minimum of 3):  
Upon successful completion of this course, the student will be able to:
- A. Identify the purpose, structure, and operation of a business.
  - B. Identify the major functions of a business.
  - C. Identify the various careers in business.
- V. Names of Faculty Qualified to Teach the Proposed Course:
- A. any full-time continuing faculty of the Management discipline such as Dr. Foster Roberts
  - B. any full-time continuing faculty of the Mgmt. - Human Resources discipline such as Dr. Kevin Dickson
  - C. any full-time continuing faculty of the Marketing discipline such as Dr. Peter Gordon
  - D. any full-time continuing faculty of the Accounting or Management Information Systems discipline such as Dr. Roberta Humphrey
  - E. any full-time continuing faculty of the Economics or Finance disciplines such as Dr. Fred Adjei
- VI. Course Content or Outline (Indicate number of class hours per unit or section):
- 1. Business World (instructor of record) 9 hours
    - Business Definition/Description/Value Proposition
    - Resources for Business Information
    - Corporate Structure
    - Ethics
    - Globalization
    - Innovation
- The next five modules will be rotated:
- Business Management 6 hours
    - Management History
    - Concept of Management
    - Approaches to Management
    - Healthcare Management
    - Entrepreneurship
    - *Careers in Management*
  - People 6 hours
    - Select, train, compensate, retain, and discipline
    - Working well with others
    - Leading and motivating
    - *Careers in Leading People*

- Marketing 6 hours
  - Marketing and Consumers
  - Designing the Product
  - Advertising and Promotion
  - How much? Setting the Price
  - Distribution & Supply Chain
  - *Careers in Marketing*
  
- Information for Decision Making 6 hours
  - Information Technology
    - Role in Business
    - Small Business Applications (Excel Budget or Investment Tracker)
    - Business Productivity Apps
  - Accounting Information
    - Definition
    - Business decisions requiring accounting information
    - Financial Statement – four statements and purpose of each
    - *Careers in Accounting*
  
- Financial Management 6 hours
  - Economics
    - Trade-offs/Benefits of Voluntary Exchange
    - Where Prices Come from
    - Measuring Economic Performance
    - *Careers in Economics*
  - Finance
    - Time value of money
    - Risk/return tradeoff
    - Basics of Interest Rate Determination
    - *Careers in Finance*

The last two weeks of the course will be:

- 7. Integrated Course Activity (instructor of record) 6 hours

Total 45 hours

**Attach the following:**

- copy of example class syllabus and course schedule.
- memo from Library Dean assessing available and needed library holdings and resources.
- memo(s) from Department Chairs in affected departments stating possible issues and/or conflicts are resolved.

Signature:   
Chair

Date: 10/26/17

Signature:   
Dean

Date: 10/26/17

**The Business Universe**  
**BA101**  
**Fall 2018**

**Catalog Description:** Introductory study of business functions, current business issues, business careers, and the role of business in society. (3)

**Prerequisites:** none

**Class:** Section <#>: <days>, <time>, <location>

This class is: <pick one, if applicable>

“Lightly Blended” – 1-25% of the class meetings are held online instead of face-to-face.

“Moderately Blended” – 26-74% of the class meetings are held online instead of face-to-face.

“Highly Blended” – 75-99% of the class meetings are held online instead of face-to-face.

“Online” – 100% of the class times are held online.

**Instructor:** <name>

<office location>

573-<office phone>

<name>@semo.edu

Office hours: <hours – minimum of 3 per week>

Appointments can be scheduled by email.

**Course Materials:** Module instructors will determine course materials for each module. Course material may include internet resources, library materials, and other university resources accessible to the students. (There will be no required textbook.)

**Purposes or Objectives of the Course:**

- A. To educate, engage, and excite incoming students about the study of the business world.
- B. To engage students in discussions of current business issues and educate students on available resources for exploring business current events.
- C. To explore business careers characteristics and their alignment with the student’s aspirations.
- D. To build the student/HCB faculty relationship earlier in the student’s college experience.

**Course Learning Outcomes:**

Upon successful completion of this course, the student will be able to:

- A. Identify the purpose, structure, and operation of a business.
- B. Identify the major functions of a business.
- C. Identify the various careers in business.

**Nature of the Course:** This course will be delivered via “modules.” Each module will be taught across the sections by the same faculty member (from that discipline), will incorporate an interactive piece, and will wrap up with “*Careers in xxx.*” Content delivery will consist of a variety of methods including some lecture, outside readings, videos, and small group discussions.

Current events will be tied in throughout the semester (ideally within every module) to show the relevance of the role of business in our everyday lives.

**Course Content:**

1. Business World (instructor of record) 9 hours
- Business Definition/Description
  - Resources for Business Information
  - Corporate Structure
  - Ethics
  - Globalization

The next five modules will be rotated:

- Business Management 6 hours
  - Management History
  - Concept of Management
  - Approaches to Management
  - Healthcare Management
  - Entrepreneurship
  - *Careers in Management*
  
- People 6 hours
  - Select, train, compensate, retain, and discipline
  - Working well with others
  - Leading and motivating
  - *Careers in Leading People*
  
- Marketing 6 hours
  - Marketing and Consumers
  - Designing the Product
  - Advertising and Promotion
  - How much? Setting the Price
  - Where to sell? Location, Location, Location.
  - *Careers in Marketing*
  
- Information for Decision Making 6 hours
  - Information Technology
    - Role in Business
    - Small Business Applications (Excel Budget or Investment Tracker)
    - Business Productivity Apps
  - Accounting Information
    - Definition
    - Business decisions requiring accounting information
    - Financial Statement – four statements and purpose of each
    - *Careers in Accounting*

➤ Financial Management

6 hours

- Economics
  - Trade-offs/Benefits of Voluntary Exchange
  - Where Prices Come from?
  - Measuring Economic Performance
  - *Careers in Economics*
- Finance
  - Time value of money
  - Risk/return tradeoff
  - Basics of Interest Rate Determination
  - *Careers in Finance*

The last two weeks of the course will be:

7. Integrated Course Activity (instructor of record)

6 hours

Total

45 hours

**Grading:** The following scale is used for assigning letter grades:

A	90% and above
B	80 % - 89.99%
C	70 % - 79.99%
D	60% - 69.99%
F	0 % - 59.99%

Note that there will not automatically be “rounding up”. The instructor does reserve the right to lower the grade scale, if it is deemed appropriate.

**Grade Disputes:** Once graded material has been returned either in class or online, a student has 48 hours to challenge the grade. Final course grades will not be changed unless a numerical error has been made in computing the grade. There will be no “extra credit” or “makeup work” after the grades have been submitted. Please do not ask.

**Point Distribution\*:**

The course has six modules and an integrated course activity. Each module will contain graded items that contribute 15% towards the course grade. The integrated course activity will contribute 10% of the course grade.

Business World Module graded items	15%
Business Management Module graded items	15%
People Module graded items	15%
Marketing Module graded items	15%
Information for Decision Making Module graded items	15%
Financial Management Module graded items	15%
Integrated Course Activity graded items	10%
<b>Total</b>	<b>100%</b>

**Late Submission of Work:** Late work will not be accepted without a certified medical excuse or prior approval by the instructor.

**Final Exam Place, Date, and Time:** TBD

*“Questions, comments or requests regarding this course or program should be taken to your instructor. Unanswered questions or unresolved issues involving this class may be directed to (insert supervisor’s name).”*

### **Accessibility Statement**

Southeast Missouri State University is committed to providing services for students with disabilities to ensure equal access as outlined in the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act. Disability Services is the institutionally recognized program designed to provide both federally mandated services as well as proactive services for students with disabilities by ensuring equal access. By providing leadership, advocacy, resources, mediation, and guidance to students with disabilities, Disability Services assists students with identifying barriers to their success and thus identifying ways to address those barriers.

While Disability Services strives to reduce barriers that students encounter at Southeast, academic accommodations are often necessary in the classroom. Academic accommodations are adjustments made to provide students equal access. Students wishing to use academic accommodations that are associated with their disability should contact Disability Services to determine how best accommodations may be provided. When accommodations are needed, they are implemented on a case by case basis. Disability Services staff consult with each student individually to identify how to best meet their needs.

For more information, see the Disability Services page or contact Disability Services located in Dearmont Hall Wing B1, One University Plaza MS 2030, Cape Girardeau, MO 63701; (573-651-5927)

### **Disability Services**

If a student has a special need addressed by the Americans with Disabilities Act (ADA) please notify the instructor at the beginning of the course. You must register as a student with a disability in the office of Disability Services located in Dearmont Hall Wing B1, One University Plaza MS 2030, Cape Girardeau, MO 63701; (573-651-5927).

It is the responsibility of the student to notify the instructor after requesting reasonable accommodations with DS. Failure to do this may result in not receiving the requested accommodations. Refer to <http://www.semo.edu/ds/index.htm>

### **Academic Honesty**

**Policy.** Academic honesty is one of the most important qualities influencing the character and vitality of an educational institution. Academic misconduct or dishonesty is inconsistent with membership in an academic community and cannot be accepted. Violations of academic honesty



represent a serious breach of discipline and may be considered grounds for disciplinary action, including dismissal from the University.

Academic dishonesty is defined to include those acts which would deceive, cheat, or defraud so as to promote or enhance one's scholastic record. Knowingly or actively assisting any person in the commission of an above-mentioned act is also academic dishonesty.

Students are responsible for upholding the principles of academic honesty in accordance with the "University Statement of Student Rights" found in the Undergraduate or Graduate Bulletin. The University requires that all assignments submitted to faculty members by students be the work of the individual student submitting the work. An exception would be group projects assigned by the instructor. In this situation, the work must be that of the group. Academic dishonesty includes:

**Plagiarism.** In speaking or writing, plagiarism is the act of passing someone else's work off as one's own. In addition, plagiarism is defined as using the essential style and manner of expression of a source as if it were one's own. If there is any doubt, the student should consult his/her instructor or any manual of term paper or report writing. Violations of academic honesty include:

1. Presenting the exact words of a source without quotation marks;
2. Using another student's computer source code or algorithm or copying a laboratory report; or
3. Presenting information, judgments, ideas, or facts summarized from a source without giving credit.

**Cheating.** Cheating includes using or relying on the work of someone else in an inappropriate manner. It includes, but is not limited to, those activities where a student:

1. Obtains or attempts to obtain unauthorized knowledge of an examination's contents prior to the time of that examination;
2. Copies another student's work or intentionally allows others to copy assignments, examinations, source codes or designs;
3. Works in a group when she/he has been told to work individually;
4. Uses unauthorized reference material during an examination; or
5. Have someone else take an examination or takes the examination for another.

**General Responsibilities for Academic Honesty.** It is the University's responsibility to inform both students and faculty of their rights and responsibilities regarding such important matters as cheating and plagiarism. Most of what is considered unethical or dishonest behavior can be avoided if faculty and students clearly understand what constitutes such practices and their consequences. The University community should also be aware of the procedures to be followed should a breach of academic honesty occur.

The faculty member is responsible for clarification to his/her class of those standards of honesty for class assignments or functions where such standards may be unclear or when such standards vary from the accepted norm. Further, some faculty may choose to utilize preventive measures (multiple exams, alternate seating, etc.) to help insure the maintenance of academic honesty.

However, the use of such measures is the prerogative of the individual faculty member and is not a responsibility or requirement of faculty in general.

The fundamental responsibility for the maintenance of honesty standards rests upon the student. It is the student's responsibility to be familiar with the University policy on academic honesty and to uphold standards of academic honesty at all times in all situations.

**Protocol for Adjudicating Alleged Violations of Academic Honesty.** Faculty members who discover evidence of academic dishonesty should contact the student within five business days of discovering the alleged dishonesty to arrange to meet and discuss the allegation. Prior to this meeting the faculty member may consult with the Department Chairperson, the appropriate Dean, and the Office of Judicial Affairs. The following sections describe the procedures to be adhered to in each of the listed instances: the student acknowledges the violation, the student denies the violation, and the appeals process. If the faculty member is the Department Chairperson, a departmental designee will assume the Department Chairperson's role in this protocol and references to the Department Chairperson should be read as departmental designee. The procedures below should be followed with online, ITV or face-to-face classes.

**From Faculty Senate Bill 11-A-16** <http://www.semo.edu/facultysenate/handbook/5d.html>

### **Civility and Harassment**

A major determinant of a successful educational experience is a shared sense of respect among and between the students and their instructor. Some of the texts and issues we will discuss may cause disagreements among members of the class. Multiple viewpoints are an essential component of any college course, and disagreeing with someone is fine. However, rude, disrespectful, aggressive, offensive, harassing, or demeaning behavior—either face-to-face or in an online discussion—toward anyone in the class will not be tolerated; students are expected to abide by the Code of Student Conduct ([Statement of Student Rights and Code of Student Conduct](#)). Should a student feel someone has acted inappropriately toward them in class, please speak with the instructor at once so the situation can be addressed. The instructor for the course reserves the right to ask a student to leave the classroom or the online discussion for any inappropriate behavior, and if the situation warrants, may call campus security to remove the offending student from class.