GB 101: BUSINESS FOR THE NEW GENERATION
SPRING 2016 Course
Micron Business & Economics Building - The Skaggs Hall of Learning - Room 1301

Instructors:

Professor - Cheryl A. Larabee
Office Hours: M and W 1:45 p.m.–2:45 p.m. in MBEB 2122, or by appointment

Professor - Robert Morgan
Senior T. A. – Justin Pape
T. A. – Rebekah Grad
Email addresses for all questions about our class:
Section 001: RobertMorgan831@boisestate.edu (Show Section #001)
Section 002: RobertMorgan831@boisestate.edu (Show Section #002)

GB 101 Open Hours
M and W 1:45 p.m. – 2:45 p.m. in MBEB 2101

Why Should you take this Course?: This introductory business course will help you see the big picture view of the “world of business” and explore potential academic and professional careers in an enjoyable and interactive manner. Through individual and team exercises you will learn how the various functions within an organization interact and support the overall organizational strategy. You will learn how to evaluate an annual report from a live company, analyze and discuss business cases and comprehend the business environment across all functional areas through reading and writing papers utilizing stories published in Bloomberg BusinessWeek. This course will help prepare you for your chosen major, a valuable COBE educational experience and ultimately your successful business career. Professional business conduct will be practiced in the classroom.

Learning Objectives & Assessment for this Course:

1. Identify and describe the vocabulary and relationships of functional disciplines of business, including accounting, economics, finance, IT, management, marketing and supply chain management.
   Assessment: Exams and Activities
2. Explore the role and relationship of business with the external environment including economic, social, ethical, physical and political perspectives.
   Assessment: Casework and Activities
3. Appreciate the global, innovative and sustainable dimensions of business and organizations.
   Assessment: Casework and Activities
4. Develop team building, creative problem solving (qualitative/quantitative) and information literacy skills. Develop professional business conduct skills.
   Assessment: Casework, Activities and Team Project
5. Explain and analyze current business news to better understand current business conditions, events and potential career opportunities.
   Assessment: Business news activities, Assignments, Personal mission statement and Resume.
REQUIRED COURSE MATERIALS:

Text:  

Course Readings: 
- Bloomberg Businessweek (provided in class and by subscription)
- Micron Technology Inc., Annual Report 10-K (Provided by Professor)

Technology:  
- Clickers by Turning Point (BSU Bookstore); 
- Blackboard course site (All files must be in Microsoft compatible format: “doc” or “docx”) 
- Boise State Email

COBE Writing Style Guide, Boise State University, 8/2007. Please download your own copy of the current COBE Writing Guide & review. It can be found on the COBE website at [http://cobe.boisestate.edu/students/writing-styles-guide/](http://cobe.boisestate.edu/students/writing-styles-guide/). All written work for this course should comply with COBE Writing Style guidelines

OTHER: Bring textbook, calculator, pencil, paper to every class. We will be doing problems and calculations in class.

COURSE POLICIES

BOISE STATE UNIVERSITY STATEMENT OF SHARED VALUES:

Boise State University upholds the following values as the foundation for a civil and nurturing environment. Campus community members and all who are part of COBE are expected to adhere to the following values.

Academic Excellence – engage in our own learning and participate fully in the academic community’s pursuit of knowledge.

Caring – show concern for the welfare of others.

Citizenship – uphold civic virtues and duties that prescribe how we ought to behave in a self-governing community by obeying laws and policies, volunteering in the community, and staying informed on issues.

Fairness – expect equality, impartiality, openness and due process by demonstrating a balanced standard of justice without reference to individual bias.

Respect – treat people with dignity regardless of who they are and what they believe. A respectful person is attentive, listens well, treats others with consideration and doesn’t resort to intimidation, coercion or violence to persuade.

Responsibility – take charge of our choices and actions by showing accountability and not shifting blame or taking improper credit. We will pursue excellence with diligence, perseverance, and continued improvement.

Trustworthiness – demonstrate honesty in our communication and conduct while managing ourselves with integrity and reliability.
ATTENDANCE/CLASSROOM PARTICIPATION:
Students are expected to attend ALL scheduled class sessions in person. If you experience an unexpected absence be sure to watch the Lecture Capture Video of the missed class. The course design requires that you read/watch the assigned materials in advance of class, complete the reading quizzes in advance of class and arrive in class prepared to participate. Class sessions include a minimum of lecture time and are built instead around interactive discussion, exercises and activities which support your understanding of course content and application of concepts to real issues which accomplish active adult learning.

CLASSROOM ETIQUETTE AND CONDUCT:
This class will model professional business behaviors in order to build your confidence and skill in business settings. Our classroom etiquette, like marketing, is governed by 4Ps: Be prompt, be professional, be prepared, be polite.

Effective learning occurs only when people treat each other with dignity and respect. This includes fellow classmates, the instructors, TAs, and any guest lecturers. The following GB-101 Procedures will help foster a professional environment:

**GB-101 PROCEDURES**

1. Class will start and end promptly at the scheduled times. Students are expected to be on time and stay for the duration of the class. If you arrive after the start of class please take a seat in the last row until invited to move to your normal seat. Leaving class should done discreetly and only in an emergency.

2. To avoid distraction, students choosing to use laptops, tablets or similar technology MUST sit in the designated “Technology Areas” identified in the classroom. These devices may only be used for note taking or to assist in course work, otherwise they should be put away. Cell phones, mobile devices, PDAs, etc. MUST be silenced and put away during the entire class period. Engaging in texting, surfing or other abuse of device privileges will have a negative impact on your participation grade. Attention is a major component of participation and always expected in a business setting. No headphones.

3. Unless working in an interactive group setting, keep side conversation to a minimum.

**SKAGGS HALL OF LEARNING - HOUSE RULES:**
We are fortunate to have the use of this premiere classroom facility. PLEASE respect the venue by:

– Stow ALL personal items at your seat and lean nothing against the walls or woodwork.
– Limit foods brought into the classroom to light snacks and beverages in spill proof containers.
– Clean up your area when you leave the classroom.
– To limit distraction to others, use laptops / tablets only in designated “Technology Areas”.
# COURSE EVALUATION AND GRADING

## GRADING AND EVALUATION CRITERIA

The following break-down is expected for this course. Some changes in total points or weights may occur.

<table>
<thead>
<tr>
<th>Evaluation</th>
<th>Points</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exams (2 Total)</td>
<td>200</td>
<td>40%</td>
</tr>
<tr>
<td>Assignments (3 Total)</td>
<td>75</td>
<td>15%</td>
</tr>
<tr>
<td>Class Attendance &amp; Participation</td>
<td>50</td>
<td>10%</td>
</tr>
<tr>
<td>Chapter Quizzes</td>
<td>75</td>
<td>15%</td>
</tr>
<tr>
<td>Team Project (Micron)</td>
<td>50</td>
<td>10%</td>
</tr>
<tr>
<td>Career Portfolio</td>
<td>50</td>
<td>10%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>500</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

**Exams:** 40% of your grade is based on 2 exams. Each exam will have 50 multiple choice questions and will cover 8 chapters from our text. Mid Term = 100 points; Final Exam (non-cumulative, during Exam Week) = 100 points. **Note:** Students are responsible for obtaining prior WRITTEN approval from the professor for any change to the published exam schedule. Only doctor verified illness or religious observance will be considered for requesting makeup exams special exam times. Students are required to present a valid BSU Student ID and take their exam with the section in which they are formally enrolled.

**Assignments:** 15% of your grade is based on the completion of 3 written assignments. The purpose of these assignments is to demonstrate your learning through academic writing. They are opportunities to apply skills, think through concepts and reflect upon (and support) your positions using course concepts and textbook readings. **Details on Assignments 1 - 3 are provided on Blackboard under the ASSIGNMENT DETAILS tab.** (All assignment files must be submitted in Microsoft compatible format i.e. “doc” or “docx”.)

**Late assignments** may be accepted at the Professor's sole discretion. Students MUST request acceptance (in writing) of any late assignment and if accepted a minimum grade reduction of 10% will be made for each day the assignment is late.

**Class Attendance & Participation:** 10% of your grade is based on your attendance, in-class activities and participation. This will be monitored through worksheets and other activities. (You must submit required worksheets in Blackboard before the scheduled deadline in order to receive credit). Failure to do so will negatively impact your participation grade. As adult students you are responsible to be in class (in person) AND in possession of a functioning Turning Point clicker.

**Late arrival to class:** If you arrive after class has started please do NOT disrupt the class by making your way to your assigned seat. Instead, quietly take a seat in the last row of the classroom and wait until invited to move to your normal seat.
Chapter Quizzes: 15% of your grade is based on the completion of chapter reading quizzes. To receive credit, chapter reading quizzes must be completed 30 minutes prior to class sessions as indicated in class schedule. Chapter 1 quiz is a trial run with no points available. If you experience technical problems taking your quiz you must report the problem to professor Morgan (via email) prior to the quiz deadline.

Team Project (Micron): 10% of your grade is based on successful completion of the MICRON Team Project. A key learning outcome in this class is to practice working effectively and efficiently in teams. Effective teamwork is a requirement in the business world. Team Project details are provided on Blackboard under the ASSIGNMENT DETAILS tab.

Career Portfolio): 10% of your grade is based on the completion of the SIX elements in your Career Portfolio: 1) Title Page, 2) Personal Resume, 3) Personal Mission Statement, 4) completion of four Career Planning Modules, 5) Sigi3, and 6) Learning Assessment. Links and examples are provided on Blackboard. The complete Career Portfolio is due at the beginning of class, printed in hard copy form, in person, on the due date indicated on the class schedule.

Extra Credit Opportunities: There will be extra credit opportunities provided throughout the semester. It is your responsibility to read posted announcements on Blackboard for Extra Credit opportunities. Attending (or viewing Lecture Capture when available) and writing a short paper on the speaker presentation is required for up to 3 points of extra credit per speaker. See Blackboard “ASSIGNMENT DETAILS”. Students may earn up to a maximum of 15 points of extra credit for the semester.

Turning Point - Turning Point will be the primary tool for lecture participation and feedback. Failure to register, bring to each class and properly use a functioning Turning Point clicker will result in a lower class attendance and participation grade. Extra batteries are a good idea. It is a violation of the Boise State Academic Honesty Policy to use another person’s clicker in their absence, and any violation will be investigated as a potential violation of BSU Academic Honesty Policy.

Grading Policies – Your points for each graded item will be posted to Blackboard as evaluated. Questions related to grading on any exam, assignment, or other graded course work must be communicated to the instructor in writing within one week of the assignment due date or posting of that grade. Issues brought to the instructor after this will not be considered.

Grading scale – The following plus/minus grading scale will be used for this course:

<table>
<thead>
<tr>
<th>% of Total Points</th>
<th>Grade</th>
<th>% of Total Points</th>
<th>Grade</th>
<th>% of Total Points</th>
<th>Grade</th>
</tr>
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<tbody>
<tr>
<td>97 or higher</td>
<td>A +</td>
<td>93 – 96.999</td>
<td>A</td>
<td>90 – 92.999</td>
<td>A -</td>
</tr>
<tr>
<td>87 – 89.999</td>
<td>B +</td>
<td>83 – 86.999</td>
<td>B</td>
<td>80 – 82.999</td>
<td>B -</td>
</tr>
<tr>
<td>77 – 79.999</td>
<td>C +</td>
<td>73 – 76.999</td>
<td>C</td>
<td>70 – 72.999</td>
<td>C -</td>
</tr>
<tr>
<td>67 – 69.999</td>
<td>D +</td>
<td>63 – 66.999</td>
<td>D</td>
<td>60 – 62.999</td>
<td>D -</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Below 60</td>
<td>F</td>
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</tbody>
</table>
Academic Honesty – Each student is expected to comply with the Boise State University standard of conduct for academic integrity, as outlined by the Student Conduct Office. You assume full responsibility for the content and integrity of the academic work you submit. All assignments are to be completed independently unless stated otherwise in writing in the assignment instructions. Academic dishonesty is taken seriously; any student violating the standard of conduct will be subject to disciplinary action, including but not limited to receiving a failing grade (F) in the course. See Blackboard for Academic Honesty Contract.

**BEST PRACTICES: (for Communicating with Instructor and Teaching Assistants)**

- Outside of the classroom **Blackboard** will be the main communication tool.

- The **Discussion Board** tab is recommended for most general questions needing a quick response.

- You may write an email to your professor (email address found on page 1) for unusual or personal situations. (Include your section number in your email when writing to your professors.)

- **Students are expected to check Blackboard daily.**

- **Blackboard** will be used to post grades, class notes, assignments, additional reading, announcements, etc. It is your responsibility to actively manage your Blackboard performance.

- **BSU email** will also be used by instructors as a communication method when appropriate.

- **Students are expected to check BSU email daily.**

GB 101 **Open Hours** will be held twice a week in the **MBEB 2101 conference room.** (Located on the 2nd floor of the MICRON building). These 1 hour sessions are intended for use in collaboration with other students as well as for asking questions and receiving individual assistance from the instructors and/or teaching assistants regarding course material and projects.
### GENERAL BUSINESS 101

Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:

#### 1. Understand and apply analytical and disciplinary concepts and methods related to business and economics:

- ☑ 1.1. Accounting
- ☑ 1.2. Business Policy and Strategy
- ☑ 1.3. Economics
- ☑ 1.4. Finance
- ☑ 1.5. Information Technology Management
- ☑ 1.6. International environment of business
- ☑ 1.7. Legal environment of business
- ☑ 1.8. Management
- ☑ 1.9. Marketing
- ☑ 1.10. Mathematics & Statistics
- ☑ 1.11. Supply Chain Management

#### 2. Communicate effectively:

- ☑ 2.1. Communicate effectively: Write messages and documents that are clear, concise, and compelling
- ☑ 2.2. Communicate effectively: Give oral presentations that use effective content, organization, and delivery

#### 3. Solve problems, including unstructured problems, related to business and economics

- ☑ 3. Solve problems, including unstructured problems, related to business and economics

#### 4. Use effective teamwork and collaboration skills

- ☑ 4. Use effective teamwork and collaboration skills

#### 5. Demonstrate appropriate principles of responsible business practices

- ☑ 5.1 Resolve issues related to Individual Responsibility (Business Ethics)
- ☑ 5.2 Resolve issues related to Corporate Social Responsibility
- ☑ 5.3 Resolve issues related to Leadership Responsibility (Corporate Governance)
- ☑ 5.4 Resolve issues related to Environmental Responsibility (Environmental Sustainability)
- ☑ 5.5 Resolve issues related to Cultural Responsibility (Diversity)
The syllabus only provides a general plan. I reserve the right to make changes/additions as necessary. Changes will be posted on Blackboard and/or stated in class. **READING QUIZZES** must be completed **30 minutes** prior to lecture.

<table>
<thead>
<tr>
<th>Wk</th>
<th>#</th>
<th>Date</th>
<th>Topic</th>
<th>Read/Watch</th>
<th>Reading Quiz?</th>
<th>Assignment Due</th>
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<td></td>
<td>1</td>
<td>M-1/11</td>
<td>Course Introduction</td>
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<td>1</td>
<td>W-1/13</td>
<td>Dynamics of Business and Economics</td>
<td>Chapter 1</td>
<td>Yes</td>
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<td>2</td>
<td></td>
<td>M-1/18</td>
<td><strong>NO CLASS – DR. MARTIN LUTHER KING JR./IDAHO HUMAN RIGHTS DAY HOLIDAY</strong></td>
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<td>2</td>
<td>3</td>
<td>W-1/20</td>
<td>Business Ethics &amp; Social Responsibility</td>
<td>Chapter 2</td>
<td>Yes</td>
<td>Enron Worksheet</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>M-1/25</td>
<td>Micron Technology, Inc. – Live Case 1</td>
<td>Assigned Articles – see Blackboard Bring Micron 10-K</td>
<td>Yes</td>
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<td>3</td>
<td>5</td>
<td>W-1/27</td>
<td>Accounting and Financial Statements</td>
<td>Chapter 14</td>
<td>Yes</td>
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<tr>
<td>4</td>
<td>6</td>
<td>M-2/1</td>
<td>Accounting and Financial Statements</td>
<td>Chapter 14, cont’d</td>
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<td>Ratio Worksheet</td>
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<td>7</td>
<td>W-2/3</td>
<td>Money and the Financial System</td>
<td>Chapter 15</td>
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<td>5</td>
<td>8</td>
<td>M-2/8</td>
<td>Micron Technology, Inc. – Live Case 2</td>
<td>Bring Micron 10-K</td>
<td>Yes</td>
<td>Assignment 1</td>
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<td>9</td>
<td>W-2/10</td>
<td>Financial Management/Securities Markets</td>
<td>Chapter 16</td>
<td>Yes</td>
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<td>10</td>
<td>M-2/15</td>
<td><strong>NO CLASS – PRESIDENTS DAY HOLIDAY</strong></td>
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<td>11</td>
<td>W-2/17</td>
<td>Guest: Alan Shealy</td>
<td>Assigned Articles see Blackboard</td>
<td>Yes</td>
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<td>7</td>
<td>12</td>
<td>M-2/22</td>
<td>The Nature of Management</td>
<td>Chapter 6</td>
<td>Yes</td>
<td>Assignment 2</td>
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<tr>
<td>7</td>
<td>13</td>
<td>W-2/24</td>
<td>Organization, Teamwork, and Communication</td>
<td>Chapter 7</td>
<td>Yes</td>
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<td>8</td>
<td>14</td>
<td>M-2/29</td>
<td>Managing Services and Manufacturing</td>
<td>Chapter 8</td>
<td>Yes</td>
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<td>8</td>
<td>15</td>
<td>W-3/2</td>
<td>Midterm Review</td>
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<td>Review Packet</td>
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<td>9</td>
<td>16</td>
<td>M-3/7</td>
<td>MIDTERM EXAM – MBEB 1301</td>
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<td>9</td>
<td>17</td>
<td>W-3/9</td>
<td>Customer-Driven Marketing</td>
<td>Chapter 11</td>
<td>Yes</td>
<td>Assignment 3</td>
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<td>M-3/14</td>
<td>Micron Technology, Inc. – Live Case 3</td>
<td>Bring Micron 10-K</td>
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<td>Micron Team Roster</td>
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<td>Dimensions of Marketing Strategy</td>
<td>Chapter 12</td>
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<td>Art &amp; Copy Worksheet</td>
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<td>12</td>
<td>19</td>
<td>M-3/28</td>
<td>Dimensions of Marketing Strategy</td>
<td>Chapter 12, cont’d</td>
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<td>W-3/30</td>
<td>Digital Marketing and Social Networking</td>
<td>Chapter 13</td>
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<td>M-4/4</td>
<td>Business in a Borderless World</td>
<td>Chapter 3</td>
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<td>13</td>
<td>22</td>
<td>W-4/6</td>
<td>Options for Organizing Business</td>
<td>Chapter 4</td>
<td>Yes</td>
<td>Micron Team Project</td>
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<td>14</td>
<td>23</td>
<td>M-4/11</td>
<td>Guest: Mr. Randy Hales</td>
<td>Assigned Articles – on see Blackboard</td>
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<td>Extra Credit Opportunity</td>
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<td>24</td>
<td>W-4/13</td>
<td>Small Business, Entrepreneurship, and Franchising</td>
<td>Chapter 5</td>
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<td>15</td>
<td>25</td>
<td>M-4/18</td>
<td>Motivating the Workforce</td>
<td>Chapter 9</td>
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<td>Career Portfolio</td>
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<td>26</td>
<td>W-4/20</td>
<td>Business Etiquette</td>
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<td>16</td>
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<td>M-4/25</td>
<td>Managing Human Resources</td>
<td>Chapter 10</td>
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<td>16</td>
<td>28</td>
<td>W-4/27</td>
<td>Final Review</td>
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<td>Review Packet</td>
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<td>17</td>
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<td>FINAL EXAM – MBEB 1301</td>
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Section 001: W-5/4 12:30pm-2:30pm  
Section 002: W-5/4 3:00pm-5:00pm