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### BGEN 105S.01: Introduction to Business

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## BGEN 105(S) Introduction to Business

The University of Montana, Main Campus  
School of Business Administration

**Professor Jerry Furniss – Spring 2016**  
(12:40-2:00 on Mondays and Wednesdays in GBB 106)

**Professor Furniss' Contact Info and Office Hours:** Open Office Hours- 2:00 -3:00 pm (Monday, and Wednesday). With open office hours on these two days, no appointment is needed. Just walk in and we can meet as needed.

In addition, I am generally available throughout each day. Stop by at your convenience- if you want to confirm that I will be in, please text me before you stop by (406-360-7847). Please call me at my office if you need to contact me: 243-2062, or call or text me on my cell: 406-360-7847 (if you text me make sure to let me know your name and the class that you are asking about). And, feel free to email me on classroom, advising or career matters. If my open office hours change, I will post the changes on Moodle.

Professor Jerry Furniss' Office is GBB 365; email [jerry.furniss@umontana.edu](mailto:jerry.furniss@umontana.edu) ; office phone- 243-2062; home phone- 728-5349; cell phone 406-360-7847.

**Grading Assistant's Contact Info:** Professor Furniss' grading assistant, Matilynn, is your first contact in terms of upcoming assignments, postings on Moodle, etc. Matilynn's open office hours are posted outside Professor Furniss' office door for your convenience. **Her office hours are: To Be Announced.** Her email is: [matilynn.hendrickson@umconnect.umt.edu](mailto:matilynn.hendrickson@umconnect.umt.edu).

### Course Overview

**BGEN 105 Introduction to Business** is a freshman level **3 credit** hour course offered in the School of Business Administration to both majors and non-majors and is designed to provide a broad overview of business. The course is designed to be consistent with The University of Montana School of Business Administration's (SoBA's) mission and Assessment and Assurance of Learning Standards. BGEN 105 is also eligible for University of Montana Perspectives Credit-**Perspective 4- Social Sciences (S)**. There are no prerequisites for this course. This course is normally open to Freshmen/Sophomores. Special override is needed for Juniors/Seniors.

**UM Equal Access Policy Statement:** *The University of Montana assures equal access to instruction through collaboration between students with disabilities, instructors, and Disability Services for Students. If you think you may have a disability adversely affecting your academic performance, and you have not already registered with Disability Services, please contact Disability Services in Lommasson Center 154 or 406.243.2243. I will work with you and Disability Services to provide an appropriate modification.*

**Academic Misconduct Statement:** *All students must practice academic honesty. Academic misconduct is subject to an academic penalty by the course instructor and/or a disciplinary sanction by the University. The*

*University of Montana Student Conduct Code specifies definitions and adjudication processes for academic misconduct and states, “Students at the University of Montana are expected to practice academic honesty at all times.” (Section V.A., available at [http://www.umt.edu/vpsa/policies/student\\_conduct.php](http://www.umt.edu/vpsa/policies/student_conduct.php)). All students need to be familiar with the Student Conduct Code. It is the student’s responsibility to be familiar the Student Conduct Code.*

**SoBA Code of Professional Conduct:** See this information for our School Code.  
<http://www.business.umt.edu/Soba/SoBAEthics/CodeofProfessionalConduct.aspx>.

### **Mission Statement and Assurance of Learning**

The University of Montana’s School of Business Administration enhances lives and benefits society by providing a world-class business education in a supportive, collegial environment.

We accomplish this mission by acting on our shared core values of creating significant experiences, building relationships, teaching and researching relevant topics, behaving ethically, and inspiring individuals to thrive.

As part of our assessment process and assurance-of-learning standards, the School of Business Administration has adopted the following learning goals for our undergraduate students:

**Learning Goal 1:** SoBA graduates will possess fundamental business knowledge.

**Learning Goal 2:** SoBA graduates will be able to integrate business knowledge.

**Learning Goal 3:** SoBA graduates will be effective communicators.

**Learning Goal 4:** SoBA graduates will possess problem solving skills.

**Learning Goal 5:** SoBA graduates will have an ethical awareness.

**Learning Goal 6:** SoBA graduates will be proficient users of technology.

**Learning Goal 7:** SoBA graduates will understand the global business environment in which they operate.

BGEN 105 Introduction to Business is a freshman level 3 credit hour course offered in the School of Business Administration to both majors and non-majors and is designed to provide a broad overview of business. The course is designed to be consistent with The University of Montana School of Business Administration’s mission and Assessment and Assurance of Learning Standards and is designed to study business as a social mechanism.

**Course Description:** This course will cover through lecture, readings, use of data sets, business simulations, guest presentations, interactive classroom student involvement, and student presentation the:

- nature of the business enterprise;
- business as a social institution;
- evolution of business in the U.S.;
- impact of the development of technology, and the Internet on business theory;

- theory behind and description of newly evolving technology based social networking, and peer to peer interactions, and the implications for business and society;
- comparative business systems of different world economies;
- role of business in society;
- economic theory and how it impacts business processes in the U.S. and abroad;
- environmental and global challenges facing business;
- current business management practices and issues;
- legal and ethical framework and issues that face businesses;
- application of business principles to non-profits;
- business decision making and problem solving under conditions of uncertainty;
- career strategies and opportunities in business.

**Course Objectives:** This course will provide a broad coverage of subject matter topics related to business, require students to do basic research of business topics, prepare students for the next step of their education by enhancing their ability to ask complex questions and discover possible answers, engage students in ethical dilemmas faced by businesses, take students through the socio-economic development of business in the U.S., expose students to major social and economic theories that impact the development and change to business processes, provide data and research on how and why business processes are changing, provide a foundation, through the use of research studies, group versus individual buying behavior, review the trends in Web 2.0 and social networking, particularly how they impact the evolution of business models, and expose students to the international dimensions of business, with particular emphases on comparative business models used across developed and undeveloped economies.

Lastly, students will better understand business career options, the role of service and leadership in society and career advancement, and will more fully develop a mindset of continuous improvement through lifelong learning.

#### Required Course Materials:

**Purchase Access Code Bundle at UM Bookstore. (Required) (Registration instructions discussed in class and posted on Moodle.)**

- **You are required to purchase an Access Code Bundle for this class (Professor Furniss' BGEN 105 Intro to Business class) at the UM Bookstore. The bundle contains two Access Codes and is contained in one shrink-wrapped package. One of the codes will give you access to MyBizLab published by Pearson and the second code will give you access to Entrepreneur (an online business simulation found on the www.Interpretive.com website). Online access to MyBizLab and Entrepreneur (published by Interpretive) is a mandatory part of this course. Without access to these electronic, online resources it is impossible to participate in this course. To purchase the access code bundle you will need to tell the cashier at the bookstore that you are in BGEN 105 Introduction to Business and need to purchase the course bundle of access codes.**
- **MYBIZLAB (Required and part of the class bundle purchased at the UM Bookstore bundle): I will walk you through signing up for MyBizLab using your access code in class and will also post instructions on Moodle. DO NOT SIGN UP FOR**

- MYBIZLAB UNTIL I HAVE COVERED THIS IN CLASS.** Once successfully logged in, you will be given the option of purchasing a hard copy of the textbook. The hard copy text is not necessary, because the text is available as an etext through your MyBizLab subscription. However, depending on your preferences, you may want to purchase a hard copy and you do that on the MyBizLab website.
- **ENTREPRENEUR (the online business simulation by Interpretive) (Required and part of the class bundle purchased at the UM Bookstore bundle):** You need to save the access code for the Entrepreneur simulation so that you can register for the Entrepreneur simulation once you receive an invitation from Interpretive. I will make further announcements about this in class.) **Without access to this simulation, is it not possible to participate in this course.**
  - Therefore, **your first requirement is to purchase the BGEN 105 access code bundle for Professor Furniss' class at the UM Bookstore and bring it to class ASAP** so that I can answer any questions about accessing these required online resources.

**Warning:** The UM Bookstore can't take returns on access codes once they have been opened. So make sure that you are taking the class before you open the bundle of codes.

**UM Email Rules:** Based on The University of Montana policy, students must use their GrizMail accounts ([netid@grizmail.umt.edu](mailto:netid@grizmail.umt.edu) or [fname.lname@umontana.edu](mailto:fname.lname@umontana.edu)) to communicate with me or my assistants. The umontana address is automatically forwarded to the GrizMail address. (Because of this university policy, we cannot respond to other emails sent by you. For instance, if you send us an email using hotmail or gmail, we will respond by asking you to resend your email via your umontana account.)

**Moodle Course Management System:** In order **to receive your test, quiz and assignment scores, access to your simulation software, and critical course information (assignments, announcements, current lecture slides etc.), attendance and class participation, you must access your Moodle course management site via the Internet.** You should get into the habit of checking the internet-based Moodle system before each class and between classes on a regular basis. **Get logged into Moodle no later than the first week of classes.**

**Finding Moodle:** You may reach the Moodle login page from the School of Business Administration's Website at <https://moodle.umt.edu/login/index.php>

**Problems With Moodle?** Talk to the Student Lab monitors in the Gallagher Business Building (Computer Lab on the 2nd floor).

**MyBizLab (Pearson):** MyBizLab provides access to the electronic e-text, which you must have access to so that you can read about course topics. Additionally, MyBizLab contains assignments, short quizzes, and exercises that must be completed by specified due dates. **The MyBizLab assignments are worth a possible 250 points.**

**Entrepreneur Simulation.** You will be to participate in the business simulation Entrepreneur, published by Interpretive ([www.interpretive.com](http://www.interpretive.com)). The details of the simulation will be posted on

Moodle and discussed in class. Please use the access code provided in the BGEN 105 Access Code Bundle purchased from the UM Bookstore to register with Interpretive, the simulation publisher, **once you receive an invitation from Interpretive. The Entrepreneur simulation project is worth a possible 150 points.**

**IMPORTANT NOTE:** Access Codes for both the **MyBizLab** and the online simulation **Entrepreneur** are **bundled together** as package and **must be purchased from the UM bookstore** for this course (BGEN 105 Introduction to Business taught by Professor Furniss).

**In-class Participation:** Your class attendance and participation is crucial to your success in this course. Be prepared to use the Pearson class participation software, which I will discuss with you in class. **Attendance taking will beginning week 3. In-class participation with the Pearson interactive software is worth a possible 100 points.**

**Current Business Readings and Critical Analyses:** You will be assigned various readings from Current Issues in Business. In addition, you will be required to respond to selected questions associated with each assigned reading. The readings and related questions will be posted on Moodle and announced in class. The required readings will be tested over on your exams and you will be expected to be prepared to answer questions in class relative to each assigned reading. **Your Current Business Readings assignments are in total worth a possible 200 points.**

**Exams:** Three examinations will be given. **(There is no final exam in this course.)** Each exam will be worth a possible 100 points. The exams *will not be cumulative*. The examinations may cover lectures, guest presentations, class discussions, the e-text, videos, Entrepreneur simulation information, Current Business Readings assignments, MyBizLab assignments, and any handouts. **Any of the three exams missed during the semester will be made up on Monday May 9<sup>th</sup> at 12:00 (noon) in GBB 106.** No need to let us know that you missed an exam—**just show up and we will have a makeup exam available for you.**

- **Exam # 1: To Be Announced**
- **Exam # 2: To Be Announced**
- **Exam # 3: Wednesday, May 4<sup>th</sup>**
- **No Final Exam (Makeup Exams Monday, May 9<sup>th</sup>)**

**We have no final exam in this course.** Exam 3 is given on the last day of regular classes (Wednesday, May 4<sup>th</sup>). We do offer makeup exams (see below).

**Makeup Exams:** Makeup exams will be given for any missed exams (Exams 1, 2, and/or 3) during Finals Week on **Monday, May 9<sup>th</sup>** during finals week at **12:00 (noon)** in **GBB 106**. – please be prompt!

**Bonus Points Opportunity:** You will also be given the opportunity to read and write about additional articles dealing with issues or topics presented in class (such as the “triple bottom line” bonus assignment posted on Moodle) in order to earn bonus points. These opportunities will be announced in class and posted on Moodle. **These additional opportunities are available for up to an extra 50 points, over and above the total possible 1000 points in this course. Do not ask for any additional makeup or bonus points opportunities.**

**Official Absences:** Official absences will be excused for missed assignment hand in dates, in-class participation, exams, and other required course activity. Please email Matilynn (and copy me on the email), with your University recognized “Official Excuse” as soon as possible after the missed event in order to receive an extension or credit, where appropriate. (See Late Work notice below.)

**Late Work:** Late work will only be accepted if turned in within 2 weeks of its due date and your late work grade will be 50% of your assignment grade had you turned it in on time. An exception will be made for Official Excuses (see above section).

#### Total Possible Course Points

|   |                                   |
|---|-----------------------------------|
| Exam 1  | 100 points possible               |
| Exam 2  | 100 points possible               |
| Exam 3  | 100 points possible               |
| <i>MyBizLab</i> Online Activities               | 250 points possible               |
| Classroom Participation                         | 100 points possible               |
| <i>Entrepreneur</i> Simulation                  | 150 points possible               |
| Business Readings Critical Analyses Assignments | 200 points possible               |
| <b>Total Possible Points:</b>                   | <b>1000 total points possible</b> |

**Bonus Points** Additional Readings/Assignments 50 points possible

**Final Letter Grade:** Your final course letter grade (A, B, C, D, F) will be determined by applying the following: (900 points or more = A) (800 points-899 points= B) (700 points-799 points = C) (600 points- 699 points = D) (599 points or less = F). I do not use plus or minus letter grade scoring. In other words, your final letter grade will be an A, B, C, D, F. I will not assign A+ or A-, B+, B-, etc.

**Grading Mode:** This course is offered **ONLY for a Traditional Letter Grade**. It is NOT offered on a Pass/Fail basis.

**Posting Grades:** Your scores will be posted on Moodle as SOON AS IS POSSIBLE after the exams, quizzes or assignment due dates. WE WILL ATTEMPT TO HAVE YOUR EXAM SCORES POSTED BY 5 PM OF THE DAY FOLLOWING THE EXAM. **The posting of assignments and class participation will lag at least 2 weeks** due to the large data input task. Any questions regarding when items will be posted to Moodle or potential posting errors should first be directed to my grading assistant.

**Important Note about Classroom Behavior:** Students **must sit towards the front of the lecture hall before filling up the seats in the back of the room**. Texting, using your laptops or phones to surf Facebook or the Internet, video gaming etc. will not be tolerated in the classroom. Please do not use your devices during class unless you are: 1) taking notes on them, or 2) interacting with me through approved software. **(IF YOU ARE TAKING NOTES ON YOUR DEVICE, YOU MUST SIT WITHIN THE FIRST 4 ROWS OF FRONT OF THE LECTURE ROOM.)** If called out in class for violating the Classroom Behavior policy, you will be reported as absent and will be asked to leave the class. Your instructors and guest speakers commit time, travel and energy to teach and they should be accorded due respect. If a second violation occurs, you will be asked to leave class and automatically assigned a one letter grade penalty. Subsequent infractions will result in class suspension and a failing grade.

## Spring 2016 UM Schedule

| Date                           | Description                                 |
|--------------------------------|---|
| Thursday-Friday, January 21-22 | New Student Orientation                     |
| Monday, January 25             | Spring Semester Classes Begin               |
| Monday, February 15            | Presidents Day – No Classes, Offices Closed |
| Monday-Friday, April 4-8       | Spring Break                                |
| Friday, May 6                  | Last Day of Regular Classes                 |
| Monday-Friday, May 9-13        | Final Exams ( <b>no final in BGEN 105</b> ) |

## Course Schedule and Announcements

Please regularly check the **Master Course Schedule** on **Moodle** as assignment and other important dates will be added throughout the semester and may be adjusted due to extenuating circumstances. Also check class announcements on Moodle. Major changes will be announced in class and an announcement will be emailed to you at your university email address. Please make sure to check your official university email often.



## **BGEN 105 Introduction to Business Course Outline**

### **Class Topics Overview**

- **Business Overview**
- **Business as a Social Mechanism**
- **Business Ethics and Social Responsibility**
- **Sustainable Enterprise- The Triple Bottom Line**
- **Economic Theory**
  - Comparative Economic and Business Models in a Global Economy
- **Competing Globally**
- **Starting and Growing Your Business**
- **Organizing Businesses and Non-profits**
  - Legal Issues
  - Practical Considerations
  - Hybrid Business Models
    - Description and Evolution
    - Social and Economic Theory Behind Their Development and Growth
- **Entrepreneurship**
  - Characteristics
  - Comparative Behavioral Differences Between Managers and Entrepreneurs
- **E-Commerce**
  - Social Changes
  - Web 2.0
  - Evolution of Related Business Models
- **Management**
  - Empowering People to Achieve Business Objectives
  - Management Principles and Leadership
  - Individual Behavior versus Group Dynamics
  - Human Resource Management, Motivation, Labor Management Relations
  - Production and Operations Management
  - Trends in the Management Pyramid and Processes Brought About Because of Economic and Social Changes
- **Marketing**
  - Marketing and the Consumer, Consumer Behavior
  - Product and Distribution Issues
  - Promotion and Pricing Issues
  - The Rise of Viral Marketing, Peer to Peer Activity, Crowdfunding, and Other Paradigm Shifting Social Behavior
- **Managing Technology and Information**
  - Using Technology to Manage Businesses and Information
  - Understanding The Changes to Business Models Based on Technology Enhancements, Social Networks, and Economic Cycles
- **Accounting**
  - Understanding Accounting, Financial Statements, and Financial Ratios
  - A Changed Industry: The Impact Felt and Change Brought About By Group and Individual Behavior

- **Finance**
  - Financial Management and Institutions
  - Financing and Investing in the Securities Markets
  - Business Cycles, Securities Regulation, and The Global Marketplace
- **Careers in Business**
  - Functional Areas of Business
  - Emerging Business Opportunities
  - Strategies for Success
    - Internships
    - Service Learning
    - Volunteerism
    - Leadership Roles
    - Resume Preparedness

## First Week's Getting Started Quick Tips

**Moodle Course Management System:** Make sure you can successfully log onto Moodle and **find your Intro to Business Moodle course listing during the first week of classes.**

**Purchase BGEN 105 Course Bundle:** Please purchase the BGEN 105 Course Bundle **for my class** (Professor Furniss BGEN 105 Mountain/Main Campus). This bundle has the Access Codes for MyBizLab and Entrepreneur Simulation.

**Course Syllabus:** Thoroughly review the course syllabus posted on Moodle. Once we have the **Master Course Schedule** posted on Moodle, please review it.

**MyBizLab Readings and Exercises:** To get started with the first few days of class, please use the **MyBizLab** access code that is part of the course bundle purchased from the UM Bookstore to set up an account and get logged onto **MyBizLab**. Once inside **MyBizLab**, begin reading the first set of assigned materials.

**Entrepreneur Business Simulation:** We will apply business principles through a simulation environment. More simulation details will be posted on Moodle and discussed in class as the semester progresses. **You will receive an email invitation to register with Interpretive for the Entrepreneur simulation within the first week of classes. Once you receive the invitation, make sure you register with the access code purchased with the bundle in the UM Bookstore for this course. I will make an announcement in class during the first week of classes on when you should expect an invitation to register for the simulation. (Warning: Make sure you do not lose the access code for the Entrepreneur simulation until you have been invited to register and have successfully registered for the simulation.)**

**Begin Reading the Entrepreneurship Simulation Case:** The Entrepreneurship Simulation case will help you understand the upcoming business simulation that is required for this class. **You must have the case read by class time on Monday, February 1<sup>st</sup>.**

*Professor Furniss will announce other critical startup items in class.*