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BGEN 105S.01: Introduction to Business

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INTRODUCTION TO BUSINESS (BGEN 105S-01)

(AKA The Business Safari)

Syllabus Fall 2022

INSTRUCTOR

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COURSE DESCRIPTION

The purpose of BGEN 105 (The Business Safari) is to give you an overview of what it is to be a business student and a business professional, and to assist your associated choices.

Welcome! This is a freshman-level 3 credit course offered in the College of Business to anyone curious about business. Think of it as a “Business Safari” - you’ll see lions, cheetahs, zebras, elephants and much more...some of these things you’ll want to see more of and some will scare you. This course is a showcase of the awesome things happening at the College of Business, in the Western Montana business scene and beyond. Students receive a broad overview of business, exposure to current topics in business, and meaningful interaction with both business leaders and College of Business faculty. BGEN 105S is 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.

Through various experiences, including guest speakers, hands-on engagements, panel discussions, lectures and class discussions, readings, videos, and podcasts, this course will illuminate the:

- fundamentals of business
- process of creating value for customers
- importance of leadership and interpersonal skills
- important economic and technological forces driving business
- critical ethical and legal issues in business
- processes used to make good business decisions
- keys to success as a college student
- keys to success on the internship and job market
- keys to success ON THE JOB!

COURSE LEARNING GOALS INCLUDE

- Identify and discuss business stakeholders and the business environment, including social, legal, economic, technological, governmental, ethical and international influences
- Define and explain the core functions of business, including accounting, finance, human resources, information technology, law, management and marketing
- Develop a basic fluency in business terminology, concepts, and practices

- Demonstrate effective business communication, teamwork, problem solving, critical thinking, analytical, and learning skills
- Identify and assess academic and career opportunities

COURSE STRUCTURE:

Your Business Safari will consist of a series of modules, readings, self-driven assignments, and numerous guest speaker engagements. Much material is available on Moodle. **Our regularly scheduled class times (M/W 12:30 to 1:50pm) will occur in Gallagher Business Building 106, which has just been renovated.** These sessions will consist of conversations about course materials, coaching on assignments and career considerations. They will be interactive and largely driven by YOUR questions. Be prepared to engage.

To be successful in this course you must keep up with the assignments and activities. Ask for help whenever you need it!

Speakers:

We will have numerous speakers in class. They are other university faculty, content experts, business people, former students, etc. For you to get most value out of their talks, think of questions you want them to address before class. For instance, if there is a reading assigned for the class, your questions could build on the reading material. Please send me your questions before class via email so I can make sure they get asked if you don't get to it, given that this is such a large class.

Content Materials:

There is a required text for this class and there are regularly scheduled, required readings, podcast episodes, videos and slides. *All required materials are available on Moodle.*

- 1) **Required textbook: Kelly & Williams, 2023. BUSN¹²: Introduction to Business, 12th edition, Cengage.** This is an eTextbook and you buy it via our Moodle shell by clicking on [eTextbook: BUSN](#). If you have questions about the purchasing and access process, you find three links on Moodle that will help.
- 2) **Crash Course Business Soft Skills YouTube Series:** This is a [17-episode series of videos](#) that we will watch partially in class, but mostly you'll watch these on your own. Each episode has a brief quiz associated with it, available on Moodle, that you will have to take. There are four modules in this series, each consisting of 4 to 5 videos.
- 3) **Popular Press Readings, Podcasts, and Videos:** To supplement the materials outlined above, there are sometimes assigned readings, podcasts, and videos from the popular press. All of these materials are available on Moodle.

Course Deliverables:

- 1) **Quizzes:** You will view 17-episodes from the *Crash Course: Business Soft Skills* series on YouTube. There are 17 multiple choice quizzes on Moodle that accompany these episodes. These videos are grouped into 4 topical modules, each including 4 to 5 videos. The associated quizzes are available on Moodle. They are due by Friday, October 14th. Create a plan and pace yourself. **(10%)**
 - a. Module 1: Fundamental Interpersonal Skills - 4 videos and quizzes

- b. Module 2: Finding a Job and Negotiating Your Passing - 4 videos and quizzes
 - c. Module 3: Working Effectively Alone and with a Team - 5 videos and quizzes
 - d. Module 4: Career Advancement and Personal Well-Being - 4 videos and quizzes
- 2) **Exams:** There will be two midterm-like multiple-choice exams and a final. The two midterms cover all materials addressed in class prior to the exam. The focus of the questions will be on textbook material, but speakers and class discussion will be addressed too (**15% each**). The final covers the last third of the class, but will also include comprehensive questions covering the full term (**25%**)
 - 3) **Basic Business Math:** You will complete an assignment on basic business math **using Microsoft Excel**. This Time Value of Money exercise is due Friday Dec. 2 after being discussed in class on 11/28. The mathematics involved is quite simple, but the concept might be unfamiliar and challenging to grasp. Moreover, this assignment is an opportunity to learn and practice spreadsheet skills essential for business. We will allocate class time and coaching time for this assignment. (**10%**)
 - 4) **CEO interviews:** In a group of two students, identify an organizational leader/manager to speak with about their job and career. Ask them how they got where they are, what key challenge they currently face, and what most important advice they have for you as starting business professionals. Write up a summary of your interview on a single page. Make sure to use proper business English (see Soft Skills and textbook chapter 5) (**10%**)
 - 5) **Career Trailhead:** The College of Business career readiness program helps prepare students for a meaningful career that positively impacts society. Associated assignments will be discussed in class on Wednesday, September 7 by Laura Stinger. Details and deadlines for the 3 assignments can also be found in the addendum to this syllabus. For questions contact Laura Stinger at Laura.Stinger@mso.umt.edu (**5% each**)

Attendance:

Attendance in class is required. It is the best way for you to engage in the material and connect with me and your classmates. Please familiarize yourself with [UM's policy](#) on forms of excused leave from course commitments.

Communications:

Faculty may only communicate with students regarding academic issues via official UM email accounts. Accordingly, students must correspond with their professors using authorized UM accounts. E-mail received from non-UM accounts may be flagged as spam and deleted without further response. Due to privacy and security issues, confidential information (including grades and course performance) will not be discussed via e-mail.

I will try to be timely when responding to e-mail messages. Messages must be professional, well-written, and grammatically correct. Be sure to put **BGEN 105s** in the subject line of all correspondence when sending me messages. This will allow me to respond in a timely manner. **Finally, please check your official UM email account at least once per day.** Feel free to contact me via phone as well – 406.243.6523.

Written communication skills are extremely important to succeed in business. Therefore, students should be aware that I will not accept messages that do not comply with the above specifications. In particular, I will not respond to your inquiry directly, but rather advise you to reformat and resubmit the correspondence. As a result, sending unacceptable emails will impair your ability to receive a timely response.

Grading Breakdown:

Soft Skills Crash Course	10%
Exam I	15%
Exam II	15%
Final	25%
Time Value of Money Exercise	10%
CEO Interview	10%
Career Trailhead	15%

This table presents the weights applied to each of the evaluation components. Each component will be graded on a 0-100 points scale. Your final grade will be based on the weighted average of all of the graded assignments.

Course grades will be assigned as follows:

A	93 or more points
A-	90-92.9 points
B+	87-89.9 points
B	83-86.9 points
B-	80-82.9 points
C+	77-79.9 points
C	73-76.9 points
C-	70-72.9 points
D	60-69.9 points
F	59.9 or fewer points

THE FINE PRINT – PLEASE READ THIS STUFF!

Academic Integrity

Academic misconduct is any activity that may compromise the academic integrity of the University of Montana. Academic misconduct includes, but is not limited to, deceptive acts such as cheating and plagiarism. Please note that it is a form of academic misconduct to submit work that was previously used in another course. If cheating of any form is detected, you could be given a failing grade on the assignment in question.

The following message about academic integrity comes from the Provost’s Office:

“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.). All students need to be familiar with the Student Conduct Code. It is the student’s responsibility to be familiar with the Student Conduct Code.”

In addition, the [College of Business Code of Professional Conduct](http://www.business.umt.edu/ethics/professional-conduct-code.php) can be found at: <http://www.business.umt.edu/ethics/professional-conduct-code.php>.

Exam Conduct

Students must take exams on their regularly scheduled days unless they have an excused absence. Excused absences ONLY include (1) University-approved absences, (2) documented health emergencies, (3) civil service such as military duty and jury duty, and (4) other emergencies deemed appropriate by the instructor. In all cases, the instructor must be notified prior to the exam unless the emergency makes such notification infeasible. During the exam, you may not leave the room for any reason. Doing so results in the conclusion of that student’s exam. Electronic dictionaries, cell phones, tablets, laptops, notes, smart watches, or other assistive items are not allowed. Students may be using Scantron forms provided by the instructor to complete a portion of each exam, and the Scantron form must be completed prior to the exam end time. For the questions, only answers on the Scantron are graded, so complete it with care.

Grievance Procedures

The formal means by which course and instructor quality are evaluated is through the written evaluation procedure at the end of the semester. The instructor and department chair receive copies of the summary evaluation metrics and all written comments sometime *after* course grading is concluded. Students with concerns or complaints during the semester should first communicate these to the instructor. This step almost always resolves the issue. If the student feels that the conflict cannot be resolved after meeting with the instructor, the student should contact the department chair. If, after speaking with the department chair and the instructor, the student still feels that the conflict has not been resolved, contact the Associate Dean of the College of Business.

Basic Needs Security

Any student who faces challenges securing food or housing, and believes that this could affect their performance in this course, is urged to contact any or all of the following campuses resources:

1. Food Pantry Program

UM offers a food pantry that students can access for emergency food. The pantry is open on Tuesdays from 9 to 2, on Fridays from 10-5. The pantry is located in UC 119 (in the former ASUM Childcare offices). Pantry staff operate several satellite food cupboards on campus (including one at Missoula College). For more information about this program, email umpantry@mso.umt.edu, visit the pantry’s [website](https://www.umt.edu/uc/food-pantry/default.php) (<https://www.umt.edu/uc/food-pantry/default.php>) or contact the pantry on social media (@pantryUm on twitter, @UMPantry on Facebook, um_pantry on Instagram).

2. ASUM Renter Center

The Renter Center has compiled a list of resources for UM students at risk of homelessness or food insecurity [here: http://www.umt.edu/asum/agencies/renter-center/default.php](http://www.umt.edu/asum/agencies/renter-center/default.php) and [here: https://medium.com/griz-renter-blog](https://medium.com/griz-renter-blog).

Students can schedule an appointment with Renter Center staff to discuss their situation and receive information, support, and referrals.

3. TRiO Student Support Services

TRiO serves UM students who are low-income, first-generation college students, or have documented disabilities. TRiO services include a textbook loan program, scholarships and financial aid help, academic advising, coaching, and tutoring.

Students can check their eligibility for TRiO services online [here: http://www.umt.edu/trioss/apply.php#Eligibility](http://www.umt.edu/trioss/apply.php#Eligibility).

Please contact me any time for help if you are comfortable doing so. I will do my best to help connect you with additional resources.

Mental Wellness Support

At UM, we value every student's wellbeing and believe that taking care of yourself is imperative to your success as a student. College students often experience issues that may interfere with academic success such as academic stress, sleep problems, juggling responsibilities, life events, relationship concerns, or feelings of anxiety, hopelessness, or depression. If you or a friend is struggling, we strongly encourage seeking support. Helpful, effective resources are available on campus.

- If you are struggling with this class, please visit during office hours or contact me by email at klaus.uhlenbruck@mso.umt.edu
- Check-in with your academic advisor if you are struggling in multiple classes, unsure whether you are making the most of your time at the University of Montana
- Reach out for Counseling Support at Curry Health Center Counseling. To make a counseling appointment call 406-243-4712 or go online to the Curry Health Portal to schedule an appointment
- Check in with the Student Mental Health Counselor in the Gianchetta Student Success Center in GBB L35. Our Counselor currently is Melissa Glueckert. She is available for both drop in and scheduled appointments. Her drop in hours are posted around the GBB each semester. Her phone number is 406-243-6790 or go online to schedule an appointment at <https://calendly.com/gsscwellness/fall22>
- If you feel you need accommodations for a mental health concern, reach out to the Office of Disability Equity (ODE) at 406-243-2243
- If you feel that you would benefit from general wellness skills to support your overall stress reach out to CHC-Wellness at 406-243-2809
- If you have experienced sexual assault, relationship violence, bullying, intimidation, or discrimination contact the Student Advocacy Resource Center (SARC) 406-243-4429, *24/7 support line 406-243-6559
- If you are experiencing a mental health crisis and seeking immediate help, call 911, go to the nearest hospital emergency room or call Campus Safety at 406-243-4000.

Office of Disability Equity (formerly Disability Services for Students, DSS)

Students with disabilities will receive reasonable modifications in this course. The student's responsibilities are to request them from me with sufficient advance notice and to be prepared

to provide official verification of disability and its impact from the Office of Disability Equity (ODE). Please speak with me after class or during my office hours to discuss the details. For more information, visit the website for the Office of Disability Equity (found online at <http://www.umt.edu/dss/>).

Diversity, Equity and Inclusion in the Classroom

Consistent with the UM [Diversity, Equity, and Inclusion Plan](#), I strive to include the representation of different identities, characteristics, experiences and perspectives of all students. I aim to offer everyone what they need to succeed by increasing access, resources, and opportunities for all, especially for those who are systematically underrepresented and have been historically disadvantaged. I desire to create a welcoming learning environment in which differences are celebrated and everyone is valued, respected, and able to reach their full potential.

Emergency Procedures

In the event of a campus emergency during class, please follow instructions provided by your instructor or the UM emergency alert system. Failure to do so could hamper efforts to resolve the emergency situation in a safe, timely manner. A video explaining UM emergency procedures can be found here: https://www.youtube.com/watch?v=iZ_9_Oj9ec4

Email

According to University policy, faculty may only communicate with students regarding academic issues via official UM email accounts. Accordingly, students must use their UM email accounts (netid@umconnect.umt.edu or fname.lname@umontana.edu). Email from non-UM accounts will likely be flagged as spam and deleted without further response. To avoid violating the Family Educational Rights and Privacy Act, confidential information (including grades and course performance) will not be discussed via phone or email.

MISSION STATEMENT AND ASSURANCE OF LEARNING

The College of Business at the University of Montana creates transformative, integrated, and student-centric learning experiences, propelling our students to make immediate and sustained impact on business and society. We nurture our students' innate work ethic to develop confident problem solvers and ethical decision makers. We pursue thought leadership and collectively create opportunities for a better life for our students, faculty, and staff.

COB Core Values:

- Students first: We educate the whole person
- Experiential learning: We create experiences that matter
- Thought leadership: WE create rigorous and relevant knowledge
- Stewardship: We value people, planet and profit

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

Learning Goal 1: COB graduates will possess integrated business knowledge for the core disciplines of Accounting, Finance, Management, Management Information Systems, and Marketing.

Learning Goal 2: COB graduates will be effective communicators.

Learning Goal 3: COB graduates will possess problem solving skills.

Learning Goal 4: COB graduates will have an ethical awareness.

This Syllabus is Tentative and Subject to Change

Addendum
BGEN 105S Intro to Business
Career Trailhead Assignments-Fall 2022

Why Career Trailhead? The purpose of integrating a career development component into the class is to provide each student the opportunity to develop professional skills, to network and provide workshops that enhance your knowledge.

What do I need to do and how do I get credit for Career Trailhead? You will need to submit the following three (3) assignments to receive credit for the career development portion of your grade. Assignments should be submitted in the Business Student Success Center Moodle site under #4 COB Career Trailhead. You have been enrolled in this class component already.

When are my assignments due? Each assignment must be completed by the dates listed below
What is the weight of each assignment? Each assignment is worth five (5) percent of your final grade in BGEN 105S

Assignment 1: LinkedIn Assignment (Due September 28, 2022). In future career development assignments, you will create a LinkedIn profile and learn how to maximize the tool. For this class, we'd like to introduce the platform to you and prepare you for the next steps. To receive credit for this assignment:

1. Watch a short introduction video to LinkedIn and why you should use it:
<https://www.linkedin.com/learning/learning-linkedin-for-students-2021/tap-into-the-power-of-linkedin-8352093>
2. Choose three (3) employers from the list below
 - a. Go to their company LinkedIn page and learn a bit more about the company, the types of jobs they offer and what their corporate culture is like. These may not end up being companies you want to work for but can help you learn more about what may interest you.
 - b. For each of the companies you research, submit three (3) things you learned about the company and whether it sounds like an interesting option for future research.

Companies to Research:

- PricewaterhouseCoopers (PwC): <https://www.linkedin.com/company/pwc/>
- Nike: <https://www.linkedin.com/company/nike/>
- Stockman Bank: https://www.linkedin.com/company/stockman-bank/?trk=public_jobs_topcard-org-name
- KPMG: <https://www.linkedin.com/company/kpmg-us/>
- ATG/Cognizant: <https://www.linkedin.com/company/advanced-technology-group-atg/>

- City of Missoula: <https://www.linkedin.com/company/city-of-missoula/>
- D.A. Davidson: <https://www.linkedin.com/company/d-a--davidson-&-co-/>
- Anderson ZurMuehlen: <https://www.linkedin.com/company/anderson-zurmuehlen/?viewAsMember=true>
- Pathlabs: <https://www.linkedin.com/company/pathlabshq/>
- Enterprise Rent-A-Car: <https://www.linkedin.com/company/enterprise-holdings-inc-/>

Assignment 2: Outline your Resume (Due October 26, 2022). Draft a resume outline or submit a resume you have completed. Everyone needs a resume and in order to create your first one, it is always good to develop an outline to follow. This essentially gives you a blueprint for your resume to framework where you will list your relevant experience, skills, and overall qualifications for the job you are applying for. A sample resume is posted in Moodle.

Make sure the following sections are included:

- Resume heading
- Education
- Professional Experience: Company, City, State, Job Title, Dates Worked
- Activities/honors achieved

Assignment 3: Career Essay (Due November 30, 2022). Write a short essay based upon the choices you have made so far about your major and chosen career field. The purpose of this essay is to have you begin thinking about where your career will take you.

Use the following prompts to guide your essay. It's OK if you don't have answers to every one – that is what this assignment is designed to help with:

- What is your ideal job?
- Provide a detailed description of your ideal job (include the types of things you would be responsible for and any other details important to you).
- State the specific job title of an occupation of interest to you.
- What type of company would you be interested in working for? Provide the name of at least one company/organization.
- Where is the ideal location in the country/world to work for this company?