

**The University of Akron  
School of Communication  
Buchtel College of Arts & Sciences  
SYLLABUS (FALL 2021)**

*Mind is like a parachute; it works best when open*

**COURSE TITLE:** Introduction to Business

**COURSE NUMBER:** 2420:104 ONLINE SECTION  
(Please read to understand the syllabus, refer frequently)

**COURSE CREDIT:** 3 Credit Hours

**COREQUISITE:** None

**INSTRUCTOR:** Michael Spayd

**OFFICE HOURS:** [mspayd@uakron.edu](mailto:mspayd@uakron.edu)  
TBD and available by email (24-hour response time)

**TEXTBOOK:** **Nickels, William, McHugh James & McHugh, Susan (2022)**  
**Contemporary**  
**Understanding Business 13<sup>th</sup> Edition, McGraw-Hill, New York, NY.**

Textbook is available in hard copy and digital versions.  
Contact the campus Book Store

**Note about the book:** This is a “First Day Ready” course, which means your e-TEXTBOOK is included with this course. To access your TEXTBOOK, go to Brightspace home page for this course and click on the Course Content tab, then click. You will see McGraw Hill portal. Click on it. On the next page you will see the textbook portal. Click on the textbook icon (not e-book). You will be taken to the textbook material. To reduce the cost of course materials, the materials for this course are provided digitally in Brightspace, and they will be charged to you through your tuition. There is nothing additional required for you to purchase, but discounted print copies may be available to you after the add/drop period. Please check with your bookstore staff. By law the cost is below market value, and it is very unlikely that you will find them cheaper elsewhere. If you choose to opt out of the program and source your materials in another format, you may do so by filling out the form provided at [uakron.edu/book](http://uakron.edu/book) and taking it into the bookstore personnel.

**1. COURSE DESCRIPTION:**

The course introduces the concept and meaning of globalization and its impact on national economies. This is a 100% online course. It is supported by the University of Akron’s course management system called Brightspace. All assignments, quizzes, discussion boards and tests will be submitted online via Brightspace. Students should log into Brightspace every day to find the latest updates.

## **2. COURSE RATIONAL:**

Globalization, multiculturalism and technological revolution are facts of life. Businesses must adapt to rapidly changing international environment to survive. The purpose of the course is to provide a sound understanding of globalization and the interwoven aspects of various economies and their impact at local levels – micro and macro.

## **3. COURSE OBJECTIVES:**

- Acquire an understanding of the role of business in our society, including the contributions of non-profit organization.
- Students will be able to demonstrate sound understanding of fundamental principles of macroeconomics variables in international business
- Identify the contribution of entrepreneurs in economic development and role of government in global businesses
- Discuss the role of multicultural issues in international business
- Develop an understanding of career options related to international business

## **4. LEARNING ONLINE ENVIRONMENT**

### **Learning Commitment Expectations:**

Online learning is different from face-to-face classes. The biggest difference is that students will be responsible for your own time management and organization. This requires discipline and attention to detail. The instructor's role for this online course is to make the information for learning available and facilitate the process. Your role is to follow through with the structures put in place to help you to understand and learn. Students must read all directions, follow all calendars, and ask questions when unsure of what to do. Students need to log into the course and check your university e-mail on a regular basis, daily is best, to ensure that students have the most up to date information. Students need to locate and understand all instructions, follow through on all assignments, and stay on track with due dates. Students are also responsible for the technical requirements necessary for your course. This means that if you have computer or connectivity problems students are not guaranteed an extension; students must have backup systems available at all times. The University Library is always available to students and technical support is only a phone call away.

## **5. INSTRUCTOR CONTACT AND RESPONSE POLICY**

The preferred method to contact the instructor is through email. This course will adhere to a 24-hour response timeframe for emails. Please allow for 48 hours over weekend or Holidays unless otherwise noted. Students can also meet virtually by requesting an appointment from instructor through email.

**Discussion Board Response Time:** Online class discussions will operate under 24 hours to respond time frame.

**Drop Box Response Time:** Homework submitted electronically will be returned to students within 5 working days.

**Assessment / Projects Response Time:** Assessments will be graded and returned to students within one week unless otherwise noted.

**Professionalism/Netiquette:**

One goal of this course is to prepare you for a professional work environment. Students will be expected to communicate in a professional manner both electronically and in person. This means that if you disagree with a classmate or me, you will make your point in a calm, respectful manner, just as your future managers and colleagues will expect. You will listen carefully and fully before responding, and, if necessary, you will ask questions to ensure you understand the point. Speaking with the instructor outside of class might be necessary.

Other examples of professionalism include, but are not limited to:

- Following directions and communicating respectfully.
- Knowing and following the rules of the syllabus.
- Signing name to e-mail.
- Checking e-mail and Brightspace regularly and responding accordingly.
- Accepting responsibility - not making excuses or blaming others; no whining

Penalties for unprofessional behavior may include, but are not limited to:

- Student losing points on assignments or tests.
- Student losing teammates when working on a lab.
- Report of misconduct to the office of Student Conduct and Community Standards

## **6. WRITTEN ASSIGNMENTS:**

All written assignments, when specified, must be written in APA format with **at least** two references. **The assignment must be in 12 font and double spaced.** For help with writing in APA format please visit the writing lab in Polsky 303 (see section IX below under writing lab for more information) or visit this online tutorial

<https://owl.english.purdue.edu/owl/resource/560/01/> All written assignments are to be submitted online via Brightspace to the respective Dropbox, they must be in 12 font and double spaced. All due dates are posted on Brightspace. Assignments turned in late are minus 10 points. Refer to marking rubric on page 14

## **7. COURSE REQUIREMENTS**

As an adult learner, you most likely have multiple roles and commitments to juggle. In addition to be a student, you may be an employee, a parent, a community leader, or a caregiver to a family member. If you are a full-time student, you are working to learn a wide variety of new skills and to meet the expectations for multiple courses.

Online courses make it possible to manage your learning around these other roles, but students must carefully plan your education to make this work.

Responsible attendance means that students will plan your schedule so that students can meet course participation requirements and manage your time so that students can

complete your assignments on or before the date they are due. The *tentative course calendar* will be posted in Brightspace. If the calendar needs to be changed for any reason during the course implementation, a written notice will be provided.

Students are expected to demonstrate participation in this course as follows:

- Students must review all course content posted to the Content tab in Brightspace unless that content is clearly labeled as optional. If an item is not labeled as optional, students can assume it is required.
- Students must login to this course at least once a day throughout the week to check for new content and new discussion posts. Additional access may be required in order to meet the course due dates and to complete all required learning activities.
- Students must check your email every day.
- Students must read all News items posted on the course home page.
- Students must read all posts to the course discussion in Brightspace. This replaces the normal in-class discussion that occurs. Students are responsible for all information posted to the course discussions.
- Students are responsible for completing and submitting all assignments to the course drop box before the due date. Students are responsible for clearly labeling your papers so the instructor can identify your submission. For example, use your first and last name in the filename along with the assignment number.
- Students are also responsible for submitting files in a format that the instructor is able to open such as .doc, .docx, .pdf, .ppt, pptx, access to Microsoft Word is preferable, however, that the University provides a Google Apps account to all students. Students can use Google Apps to create files in these file types.
- Students will need access to high speed internet.
- Students are responsible for maintaining copies of your work and **verifying that your dropbox submission has been received**. Students will receive an email confirmation when students submit assignments. Students will be also able to track your submissions in Brightspace.
- Students are responsible for completing all quizzes and exams before the due date.
- Technical challenges **are not an acceptable excuse** for missing deadlines. Students must ensure that they have access to a working computer at all times. Please do not wait until the deadline to submit assignments. Students who do experience any technical issues, please contact Zip Support and ensure that the issue is tracked through the Footprints ticketing system.
- Students who have any questions or concerns about any of the assignments or your performance, please contact your instructor immediately. Do not wait until the assignment is due or the performance cannot be rectified.

## 8. TESTING:

Components for “Testing” would include, tests, quizzes, open discussion form, 5 case studies, 12 assignments, a comprehensive final exam (multiple choice). Every test component has a start and finish timeline.

- **Quiz**

There would be 18 quizzes containing combination of 10 multiple choice and T/F questions. Test would be timed. Respond to the quiz from each chapter. This would help in developing your conceptual understanding and with the final exam.

- **Open discussion forum**

In a dynamic and progressive learning environment, differences of opinion are inevitable. The purpose of the open discussion forum is to share your views/ideas on topics/issues. Follow the protocol (refer page 3 of the syllabus). You would have to initiate/respond to that question i.e. one initial comment and at least two response to a comment from your peer – per forum. Each response component must be **between 100 to 150 words**. To maintain an organized discussion thread, follow the chapter sequence and the related lesson plan. Reflect on your discussions and **use key terms/concepts** to express your thoughts.

- **Assignments**

The purpose of the assignment is to demonstrate your learning outcome by applying **key concepts and related theories** in explaining various scenarios. There are 12 assignments. Response to each assignment must be well thought out, reflective and logical. If possible, give personal experience examples. Each analysis must be **between 200 to 250 words**. Create paragraphs between specific questions and answers. It would help you and the reader to see the context. Refer to page 14 for marking rubric. Appendix not required.

- **Case studies**

Five real world cases have been selected for you to critically analyze. The purpose is to challenge you to demonstrate your understanding of various concepts and theories by contextualize your thoughts. Each analysis must be **between 300 to 350 words**. Refer to page 14 for marking rubric. Appendix not required.

- **Final exam:**

The Final is comprehensive and contains combination of 50 multiple choice and T/F questions. The tests and final exam will be taken on Brightspace and timed.

Note: There are no make-up tests or quizzes. Students must take the final to pass this course.

## 9a. LESSON PLAN

### Schedule of Activities & Assignments

This course is designed to let students have the option to work ahead if desired. A Netflix approach if you will, where you can “binge” learn an entire Lesson in a weekend if you want and then you can take a break until the next Lesson starts. However, all tests must be taken at the end of each chapter or by the end of relevant week – within the deadline. Try to not play catch up. **Once a due date is passed, you will no longer have access to the material**

### INTRODUCTION TO BUSINESS

#### Lesson Plan – Fall 2021

(This lesson plan is a guideline and subject to change)

Day/Date	Topic
<b>Week 1 (8/23 – 8/29)</b>	Intro/Orientation
	Business Trends/ <b>Discussion 1</b> Chp. 1,
<b>Week 2 (8/30 – 9/05)</b>	Economic issues Chp. 2,
<b>Week 3 (9/6 – 9/12)</b>	Global Market/Ethical Issues Chp. 3, 4
<b>Week 4 (9/13 – 9/19)</b>	Business Formation <b>Case 1</b> Chp. 5
	<b>Discussion 2, Test 1 (Chp. 1 -5; 50 questions)</b>
<b>Week 5 (9/20 – 9/26)</b>	Entrepreneurship/Leadership Chp. 6, 7
<b>Week 6 (9/27 – 10/3)</b>	Today's Challenges <b>Case 2</b> Chp. 8
<b>Week 7 (10/4 – 10/10)</b>	Production/Ops Chp. 9
<b>Week 8 (10/11 – 10/17)</b>	Motivation Chp. 10
	<b>Discussion 3. Test 2 (Chps. 6-10) 50 questions</b>
<b>Week 9 (10/18 – 10/24)</b>	HRM/Employee Relations <b>Case 3</b> Chp. 11, 12
<b>Week 10 (10/25 – 10/31)</b>	Marketing/Pricing <b>Disc 4</b> Chp. 13, 14
<b>Week 11 (11/1 – 11/7)</b>	Distribution <b>Case 4, Test 3</b> Chp. 15
	<b>Test 3 (Chps. 11-15) 50 questions</b>
<b>Week 12 (11/8 – 11/14)</b>	Promotion Chp. 16
	<b>Discussion 5</b>
<b>Week 13 (11/15 – 11/21)</b>	Accounting/Finance <b>Case 5</b> Chp. 17
<b>Week 14 (11/22 – 11/28)</b>	<b>THANKSGIVING/Financials</b> Chp. 18
<b>Week 15 (11/29 – 12/5)</b>	<b>Final Exam</b>
<b>Week 16 (12/6 – 12/9)</b>	<b>Have a good winter break!</b>

Please note: Topics and activities for each week would be available for specific duration and close automatically.

**9b. Summary of Undergraduate ACBSP Common Professional Component (CPC) Topics Covered:**

<b>Functional Areas</b>	<b>UG CPC Topics</b>	<b>Hours</b>
Functional Areas	a. Marketing b. Business Finance c. Accounting d. Management, including Production and Operations Management, Organizational Behavior, and Human Resources Management	- - - 45
The Business Environment	e. Legal Environment of Business f. Economics g. Business Ethics h. Global Dimensions of Business	1 - 4 1
The Technical Skills	i. Information Systems j. Quantitative Techniques/Statistics	-
Integrative Areas	k. Business Policies, or l. A comprehensive or integrating experience that enables a student to demonstrate the capacity to synthesize and apply knowledge and skills from an organization perspective.	- 8
<b>Total Estimated CPC Hours</b>		

**Note:** A “scheduled classroom hour” for 15-week classes at The University of Akron is 50 minutes.

## 10. EVALUATION/ASSESSMENT:

As you work towards completing various component of assessment, you will notice that the total points assigned is 1000. At the end of the day, the total points achieved, and related grade would be calculated on 100 points or 100%. For example, if you were to get, 800/1000, it would be considered 80%. Same as saying that you got 80/100. **Late submissions will be subject to deductions in points earned.**

POSSIBLE POINTS:

Final Exam (Comprehensive)	150	*There are 5 discussion forums. For each forum, you will initiate a discussion and respond to at least two
Assignments – 12 @ 20 points each	240	
Discussion Forum (5@ 20 pts each) *	100	
Quizzes (18 chapters, 18 quizzes) @ 10 points max.	180	
Chapters Test (3 @ 50)	150	
Case studies (4 @ 25 pts.)	100	
Professionalism/Netiquette (See page 3)	80	
<b>TOTAL POINTS:</b>	1000	
<b>GRADE SCALE:</b>		
FINAL LETTER GRADE	POINTS ACHIEVED	
A	935-1000	
A-	901-934	
B+	869-900	
B	835-868	
B-	801-834	
C+	769-800	
C	735-768	
C-	701-734	
D+	669-700	
D	635-668	
D-	601-634	
F	600 or below	
<b>According to the department's policy, you must get "C" or a better grade to pass the course</b>		

The dates and availability periods for the tests and final will be posted on Brightspace. You will take all the quizzes from each chapter. Your grades are based on your performance as shown above.



## 11. TECHNICAL AND ACADEMIC SUPPORT

Students who have technical questions or require technical assistance, please contact Zip Support at:

- By Phone: 330-972-6888  
By Email: [support@uakron.edu](mailto:support@uakron.edu).

### **Academic Support: The Writing Lab and e-Tutoring**

The University of Akron provides several academic support services.

#### **The Writing Lab**

The University of Akron provides support services for students regarding their writing. Several online resources are available as well as in-person services.

The writing lab has two locations in addition to their online resources:

#### **Library Writing Lab**

Bierce Library, Rm. 69  
For Appointments Call  
(330) 972-6548  
Day and Evening Appointments  
Available

#### **Polsky Writing Lab**

303 Polsky Building  
For Appointments Call  
(330) 972-6984  
Day and Evening Appointments  
Available

#### **eTutoring**

The University of Akron also offers online tutoring, called eTutoring, which is provided through the Ohio eTutoring Collaborative. Students at The University of Akron have access to online tutoring in Writing, Accounting, Biology, Chemistry, Math (through Calculus II), and Statistics. The Online Writing Lab allows students to submit a draft of your paper to a tutor, ask for specific feedback, and receive your work back with a tutor's comments in approximately 24 to 48 hours. Students may submit up to three drafts per paper. eChat will allow students to meet with a tutor in one-on-one tutoring sessions via a fully interactive, virtual online environment. Offline questions will allow students to leave a specific question for an eTutor, who will respond within 48 hours (but usually sooner).

## **12 Title IX, Campus SAVE Act, Violence Against Women Act- Dean of Students**

The University of Akron is committed to providing an environment free of all forms of discrimination, including sexual violence and sexual harassment. This includes instances of attempted and/or completed sexual assault, domestic and dating violence, gender-based stalking, and sexual harassment. If you (or someone you know) has experienced or experiences sexual violence or sexual harassment, know that you are not alone. Help is available, regardless of when the violence or harassment occurred, and even if the person who did this is not a student, faculty or staff member. Confidential help is available. If you wish to speak to a professional, in confidence, please contact:

- Rape Crisis Center – [www.rccmsc.org](http://www.rccmsc.org) – 24 Hour Hotline: 877-906-RAPE Office Located in the Student Recreation and Wellness Center 246 and the office number is: 330-972-6328
- University Counseling and Testing Center – [uakron.edu/counseling](http://uakron.edu/counseling) 330-972-7082
- University Health Services – [uakron.edu/healthservices](http://uakron.edu/healthservices) 330-972-7808

Please know the majority of other University of Akron employees, including faculty members, are considered to be “responsible employees” under the law and are required to report sexual harassment and sexual violence. If you tell me about a situation, I will be required to report it to the Title IX Coordinator and possibly the police. You will still have options about how your case will be handled, including whether or not you wish to pursue a law enforcement or complaint process. You have a range of options available and we want to ensure you have access to the resources you need.

Additional information, resources, support and the University of Akron protocols for responding to sexual violence are available at [uakron.edu/Title-IX](http://uakron.edu/Title-IX).

### **Accommodations- Office of Accessibility**

In pursuant to University policy #3359-38-01, The University of Akron recognizes its responsibility for creating an institutional atmosphere in which students with disabilities have the opportunity to be successful. Any student who feels he/she may need an accommodation based on the impact of a disability should contact the Office of Accessibility at 330-972-7928 (v), 330-972-5764 (tdd) or [access@uakron.edu](mailto:access@uakron.edu). The office is located in Simmons Hall Room 105.

After the student’s eligibility for services is determined, his/her instructors will be provided a letter which will outline the student’s accommodations.

**Additionally, the Office of Accessibility** recommends that courses which have out of classroom experiences such as internship, Co-op, and clinical settings utilize the Experiential Learning and/or Supplemental Learning Statement:

The information contained in accommodation letters is limited to classroom accommodations only. Internship, co-ops, clinical and other out of classroom learning experiences are often very different than a typical classroom format. As a result, the University recognizes the types of academic accommodations reasonable for these

experiences will often differ from those used in the classroom setting. Any student who feels he/she may need an accommodation based on the impact of a disability should contact the Office of Accessibility at 330-972-7928 (v), 330-972-5764 (tdd) or [access@uakron.edu](mailto:access@uakron.edu). The office is located in Simmons Hall Room 105.

## 12. ACADEMIC HONESTY

Students at The University of Akron are an essential part of the academic community and enjoy substantial freedom within the framework of the educational objectives of the institution. The freedom necessary for learning in a community so rich in diversity and achieving success toward our educational objectives requires high standards of academic integrity. Academic dishonesty has no place in an institution of advanced learning. The University community is governed by the policies and regulations contained with the Student Code of Conduct available in the Office of Student Conduct and Community Standards, Simmons Hall 302, (330) 972-6380.

The University of Akron considers academic integrity an essential component of each student's personal and intellectual growth. Instances of academic dishonesty are addressed consistently. All members of the community contribute actively to building a strong reputation of academic excellence and integrity at The University of Akron.

## 13. WITHDRAWAL POLICY

Official University Policy (Revised in Fall 2011)

Starting in Fall 2011, the University has revised its rules for dropping or withdrawing from a course.

### For graduate and undergraduate students:

- A student may drop a course through the 15th calendar day of a semester or proportionately equivalent dates during summer sessions, intersession and other course terms. A "drop" will not appear on your transcript. The class simply "disappears."
- After the 15-calendar day period, students may withdraw from a course through the 49th calendar day of a semester or proportionally equivalent dates during summer session, intersession, and other course terms. Students who withdraw, a "WD" will appear on your transcript. Students should know that *a withdrawal may affect your financial aid, eligibility for on-campus employment and eligibility for insurance.*  
**Discuss with your adviser.**
- A student who leaves a course without completing the coursework and without going through the withdrawal procedure *will be given an "F" in the course.*
- To process a drop or withdrawal from a course, access Zipline. No signatures are required.

Questions regarding your registration can be addressed by the Office of the Registrar, 330-972-5400.

**For undergraduate students only:**

- Students must consult your academic adviser before withdrawing from more than two courses before earning 32 credits; and before withdrawing from more than two courses after students have earned 32 credits but before students have earned 64 credits. (This does not count withdrawals that occurred before students earned 32 credits.)
- Students may not withdraw from more than four courses before earning 64 credits. This does not apply to students who enrolled in the University before fall 2011. Starting in the fall 2013 semester, it applies to every undergraduate student.
- Students may not withdraw from the same course more than twice. This does not apply to students who enrolled in the University before fall 2011. Starting in the fall 2013 semester, it applies to every undergraduate student.
- Exceptions may be made for extraordinary non-academic reasons (e.g., medical treatment or convalescence, military service). **Discuss with your adviser.**

The new rules are intended to help students graduate on time. Students who withdraw on a regular basis often do not finish their programs and earn degrees. Students who withdraw frequently tend to deplete their financial aid too early. Further, a pattern of withdrawals sends the wrong message to potential employers or to graduate schools. It says, "When the going gets rough, I quit."

**This is a summary of the *Withdrawal* rules. Your adviser can answer specific questions.**

**Incompletes**

Incompletes indicate that the student has completed passing work but that some part of the work is, for good and acceptable reason, not complete at the end of the term. Failure to make up the omitted work satisfactorily by the end of the following term, not including summer sessions, converts the "I" to an "F." When the work is satisfactorily completed within the allotted time the "I" is converted to the grade that the student has earned.

**In-Progresses**

In-progresses indicate that the student has not completed the scheduled course work during the term because the nature of the course does not permit completion within a single term, such as work toward a thesis.

**RUBRIC TABLE/MARKING GUIDELINE FOR  
ASSIGNMENT/PROJECT**

(The % allocation may vary – you will be advised accordingly)

Category	‘A’ Quality	‘B’ Quality	‘C’ Quality	‘D’ Quality
<b>Topic/Issue identified</b>  <b>10%</b>	The topic/purpose/issue is/are appropriate to the course and clearly stated	The topic/purpose/issue is/are appropriate to the course	The topic/purpose/issue is/are vague	The topic/purpose/issue is/are ‘off’ the mark or not relevant
<b>Writing/layout/organization</b>  <b>20%</b>	Coherent and logical presentation. Submission guidelines have been followed. Free of any spelling or grammatical error	Basically, coherent but missing logical presentation. Submission guidelines have been followed. Minor spelling or grammatical errors	Lacks coherent or logical presentation. Submission guidelines ignored for most part. Poor grammar and spellings	Lacks meaningful direction Submission guidelines not followed Poor grammar and spellings
<b>References/additional resources</b>  <b>20%</b>	Appropriate and relevant literature/professional journal/trade magazine cited and linked to the topic/purpose/issue	Resources cited but fail to establish meaningful link/s	No evidence of additional resources used	No evidence of additional resources used
<b>Depth/meaningful analysis/conclusion</b>  <b>20%</b>	The author takes the reader through a logical process of analysis or conclusion.	Logical conclusion but lacks depth and somewhat ambiguous	Vague conclusion	Abrupt conclusion
<b>APA citation/reference</b>  <b>20%</b>	APA style appropriately used for citation/references	APA style appropriately used for citation or references with minor errors	No citations	No citations
<b>Appendix (if needed)</b>  <b>10%</b>	Supporting documents clearly appended/identified/listed	Supporting documents available but all of them are not appended.	Few supporting documents	No supporting documents