



GEB2015: INTRODUCTION TO BUSINESS

INSTRUCTOR

Ms. Kari L. Shattuck, M.Ed.

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Office Hours: By appointment in 333 Heavener Hall

Kari has a B.A. in English, a M.Ed. from UF, and 17 years of experience as a UF academic advisor. She worked for six years as an advisor for business students; currently, she advises online business majors. Kari has lived in Gainesville since 1985 and has a 12 year old daughter named Isa. She enjoys gardening, cooking, and volunteering for the Mommy Reads and Human Library Projects. Her top five StrengthsQuest strengths? Intellection, Input, Strategic, Empathy, and Individualization.

CO-INSTRUCTOR

Peer Leader: Abby Fielding

Email: abigail.fielding@warrington.ufl.edu

Office Hours: By appointment, please email to schedule

Abby Fielding is a senior Finance major from Crystal River, Florida. She is the biggest Gator football fan out there! Abby is involved with various programs in and out of the business school including CAP Mentors, Warrington Welcome, the Heavener Leadership Challenge (HLC), the Global Business Society, Heavener's Business Ethics Ambassadors (BEAs), Business Undergraduate Mentorship Program (BUMP), MentorUF, Florida Alternative Breaks, the University Scholars Program (USP), and she works as a Student Assistant at the front desk in the Academic Advising office for Heavener students. She has interned with Wells Fargo, Modera Wealth Management, and Protiviti. Abby enjoys spending time by the pool or at the beach, decorating, and spending time with friends and family. Her top five strengths are Achiever, Futuristic, Responsibility, Arranger, and Strategic.

CLASS MEETING TIME & LOCATION

Class meetings will take place in 260 Heavener Hall during 6th period (11:45am-1:235pm) on Mondays. There are also a number of required out-of-class activities, so please pay attention to dates and deadlines.

REQUIRED TEXT

Brooks, K. (2017). *You Majored in What? Mapping Your Way from Chaos to Career*. New York: Viking Books.

COURSE DESCRIPTION & OBJECTIVES

GEB 2015 is designed to help business freshmen transition into UF. This interactive course will introduce you to the skills, knowledge, and resources that are essential to your success as a business major. Key resources include an instructor/advisor who is committed to helping you have a successful college experience, an undergraduate peer instructor who can give you advice based on firsthand experience, and classmates who can provide you with friendship and support in the coming years.

WW will help you understand the kind of experience you need to acquire to be competitive in today's job market, what a professional resume looks like, your major and degree requirements, the value of communication and leadership skills, and many of the activities and resources available to you in our school and at UF.

Phase I: Self-Assessment

Like businesses, individuals need to understand their capabilities, limitations, and goals before determining a course of action. The self-assessment phase is designed to help you clarify your interests, values, and strengths.

Phase II: Exploration

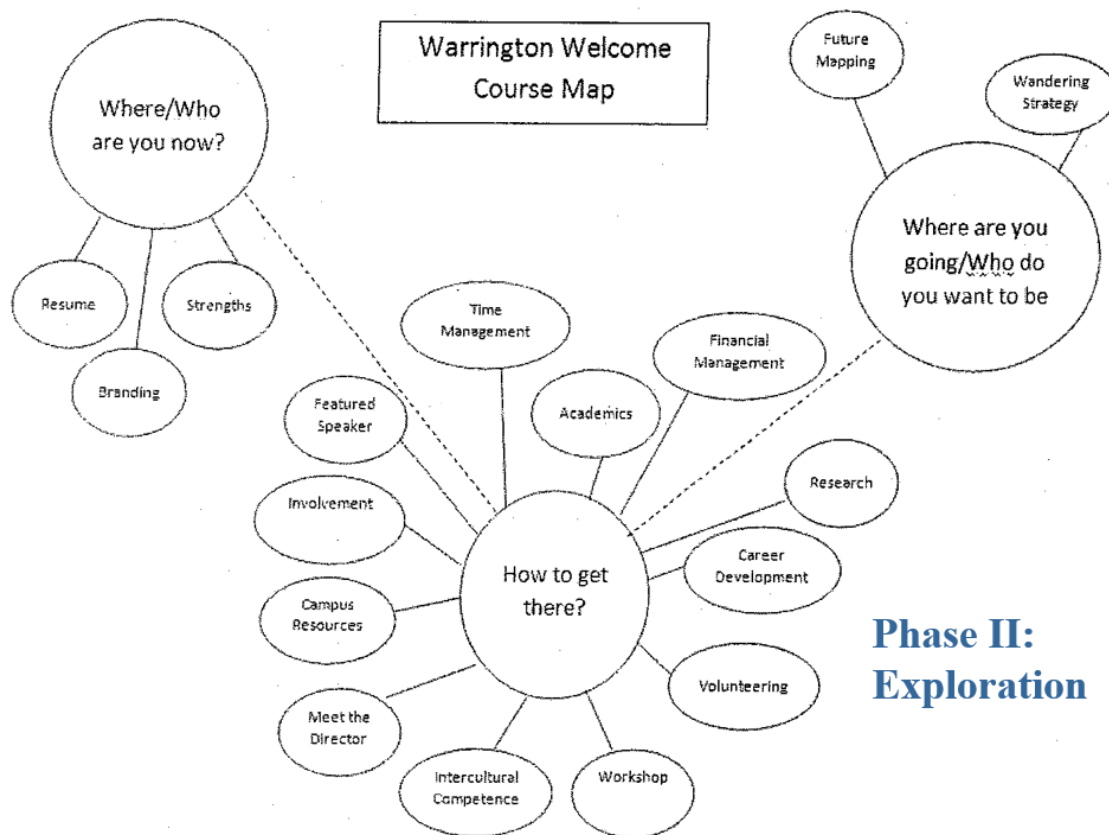
With a greater sense of self-awareness gained from Phase I, you'll begin to explore the business school environment. In Phase II, you'll be introduced to Heavener School of Business' academics, values, and culture by participating in Heavener Career Week, the ethics case study competition, and a career research activity, you'll explore others' ideas/experiences/lifestyles with the Human Library Project, learn how to create a professional college resume, and get an overview campus resources.

Phase III: Experimentation

College is about experimenting with new ways of thinking and being. It's also about learning how to make good decisions. Not every choice you make here will turn out perfectly, but by saying "yes" to a variety of academic, social, extracurricular, and professional development activities, you will stretch your mind, your interpersonal and communication skills, and determine whether your current career/major choice is right for you. *Through experimentation, you can determine what you like and what you don't like and then use that knowledge as a basis for determining what you want to do with your life.* In Phase III, you'll engage in community service project, interact with older students who are testing the boundaries of their own career and leadership development, and then develop an action plan to identify the specific steps you need to take to make your own goals a reality.

Phase I: Self Assessment

Phase III: Experimentation



Phase II: Exploration

ADA STATEMENT

UF provides high-quality services to students with disabilities and we encourage their use whenever appropriate. Students with disabilities who need academic accommodations should register with and provide documentation to the UF Disability Resource Center (<http://www.dso.ufl.edu/drc>) and bring a letter to the instructor from this office indicating that you need academic accommodations. Please do this within the first week of class.

ACADEMIC HONOR SYSTEM

The Honor Code: We, the members of the UF community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students of the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment." Before submitting an assignment, please review the [Student Honor Code](#).

SUBMISSION OF ASSIGNMENTS

Your instructor will send class updates via E-Learning and your Gatorlink e-mail account, so you must check your ufl.edu e-mail account and the WW course site frequently. You can submit your assignments via the course site on or before the due date, unless otherwise specified. Assignments should include your name and the title of the assignment.

GRADING SCALE, EXPECTATIONS, & GRADING POLICIES

A	93-100	B+	87-89.5	C+	77-79.5	D+	67-69.5	E	below 60
A-	90-92.5	B	83-86.5	C	73-76.5	D	63-66.5		
		B-	80-82.5	C-	70-72.5	D-	60-62.5		

An Incomplete (I) grade will be issued only in rare circumstances.












Attendance and Participation: Your presence and active participation is crucial to our learning environment. **An unexcused absence from class will result in the loss of an entire letter grade from your final grade.** If you are late to class, you will lose half of your attendance points that day. Being late three times is equivalent to one absence. If you are late or miss a class, please contact your instructor immediately.

Assignments and Activities: All assignments must be completed. If you have a legitimate unavoidable conflict with any of the assignment due dates, please notify your instructor **two weeks in advance** and work to create an alternate activity.

Assignment	Point Allocation
Attendance & Participation	15 pts
Personal Profile	3 pts
StrengthsQuest Assessment	3 pts
Business Bash	3 pts
Meet the Associate Dean	3 pts
Personal Values Assessment	3 pts
Business Ethics Case Study Group Presentation	15 pts
Heavener Career Week (HCW)	4 pts
Human Library	3 pts
Business Majors and Occupations	3 pts
Academic & Career Resources Micro-Presentation	3 pts
Resume	20 pts
Wandering Strategy/Possibility Planning Vision Board	15 pts
Community Service Project	7 pts
Extra credit	Varies
Total Points	100

See next page for Course Schedule

CLASS SCHEDULE

Date		Activities	Assignments Due
Aug 21		Introductions; Course Overview	
Aug 28		Academic Success; StrengthsQuest	Profile assignment (E-Learning); SQ Assessment (see email); Old <u>YMIW?</u> pp. 99-107 & 157-161 (E-Learning)
Aug 29		Business Bash - Swipe Gator1 ID card	
Sep 4		Holiday – No Class	
Sep 6		Meet the Associate Dean (9-10am, 160 Heavener Hall)	
Sep 11		Personal Branding; Heavener Career Week (HCW) Prep	Personal values assessment; New <u>YMIW?</u> pp. 285-300 (text)
Sep 15		Community Service Project - meet @ HVNR Hall, 3-5pm	See E-Learning for details
Sep 18		Business Ethics & Case Study Prep	
Sep 25-29		Heavener Career Week (HCW) - Swipe Gator1 ID card	
Sep 25		Your Degree Requirements – Bring Your Laptop!	
Sep 26		Career Showcase – O’Connell Center (extra credit)	
Oct 2		Business Ethics Case Study Competition	Case study presentation; HCW quiz (E-Learning)
Oct 9		Diversity & The Human Library	
Oct 9		Ethics Case Study Finals (1st place team only)	
Oct 16		Wandering Strategy & Maps	New <u>YMIW?</u> pp. 1-15 & 21-47(text)
Oct 23		Researching Business Majors & Occupations	Old <u>YMIW?</u> pp. 311-314 (E-Learning)
Oct 26		Human Library Event - Swipe Gator1 ID card	
Oct 30		Involvement & Leadership	Career research worksheet (E-Learning); Human Library attendance slip (submit hardcopy in class)
Nov 6		Resume Writing for College Students	New <u>YMIW?</u> 237-260 (text); student organization assignment
Nov 13		Internationalizing Your Degree	
Nov 20		Resources: Career and Academic	
Nov 27		Wandering Map Poster Presentations	Resume assignment; Wandering map posters; extra credit; potluck sign up
Dec 4		End of Semester Potluck; Course Evaluations	

Out of Class Activity



Self-Assessment



Exploration



Experimentation

