



**GEB 2015
Section 164C
Introduction to Business
FALL 2017**



**Wednesday * 9th Period * 4:05pm – 4:55pm
270 Heavener Hall**

COURSE DESCRIPTION

Warrington Welcome: Introduction to Business - GEB2015 is designed to assist your transition into the University of Florida's Warrington College of Business. The Introduction to Business program will emphasize four areas of development: academic, career, leadership, and international study, supporting your success in the Warrington College of Business, as well as familiarize you with campus resources. Active participation in learning, including openly discussing student issues, will help you make the most of this experience.

COURSE OBJECTIVES

Introduction to Business educates new students to maximize their learning and development by creating environments which provide opportunities for:

- Skills for academic and personal success
- Appreciation for and commitment to a diverse learning community
- Personal, social, emotional, and intellectual skills necessary for involvement in leadership and service in the University community
- Acclimation and connection to the Warrington College of Business and its resources

This course also connects students to key resources at UF: a faculty/staff member who is committed to first-year student success; an undergraduate peer leader who is experienced in the challenges of making a successful transition from high school to college; and other first-year students.

OUR MINDSET FOR CLASS

1. Our class will be relevant, informative, and fun.
2. All assignments serve a purpose and will help in your personal and professional development.
3. Come to class prepared. You will benefit most from assignments into which you put your best effort.
4. Always be respectful and mature towards your instructor, peer leader, and fellow classmates.
5. Your participation is crucial, you are expected to engage in class discussions and be an active listener.
6. Don't be afraid to ask questions, but check your syllabus first!

We are here to help you make the most of your UF experience!

Meet Your Instructor!

Dr. R. Renee Clark



I am committed to helping you successfully transition to college life at the University of Florida and persist to graduation. I greatly admire the dedication and service to higher education displayed by Dr. Mary McLeod Bethune. Dr. Bethune is the founder and president emeritus of Bethune Cookman University, which is in my hometown of Daytona Beach, Florida. I embrace her philosophy: "Enter to learn and depart to serve." Working in the field of higher education has been a very rewarding experience. I graduated from the University of South Florida (USF) with a B.A. in Communication and a M.Ed. in College Student Affairs. My professional career in higher education began at USF where I held several positions: Admissions Counselor, Multicultural Student Organizations Coordinator, Leadership Development Coordinator, and Student Judicial Services Graduate Assistant. Later, I continued my educational pursuit at Bowling Green State University (BGSU). While working at BGSU, as an academic advisor for pre-major students, I earned a Ph.D. in Higher Education Administration.

Renee's top five Strengths Quest Themes: Responsibility, Developer, Relator, Empathy, and Context

Contact: By Appointment: 352-273-0165 * 333 Heavener Hall * renee.clark@warrington.ufl.edu

Meet Your Peer Leader!

Kristina Hargrave

Kristina is a fourth-year marketing major pursuing a combined degree for her Master's in International Business. She is a Warrington Welcome Peer Leader, a BUMP mentor, a primary research analyst in the Agency, a student representative in the Undergraduate Committee, and the Director of Marketing for the Warrington Welcome Council.



Kristina's top five Strength Quest Themes: Adaptability, Input, Competition, Relator, and Intellection

Contact: By Appointment: 904-536-2079 * hargravek@ufl.edu

Honor Code and Academic Honesty

Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Student who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. The quality of the University of Florida education is dependent upon community acceptance and enforcement of the Honor Code.

Pledge: On all work submitted for credit by students at 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.

An academic honesty offense is defined as the act of lying, cheating, or stealing academic information so that one gains academic advantage. As a University of Florida student, one is expected to neither commit nor assist another in committing an academic honesty violation. Additionally, it is the student's duty to report observed academic honesty violations. Violations of the Honor Code and academic dishonesty will not be tolerated. Specifically, instructors will rigorously pursue incidents of plagiarism of any type or incidents of referring to any unauthorized material for any class requirement. Before submitting any work for this class, please read the policies about academic honesty at www.dso.ufl.edu/sccr, and ask the instructors to clarify any expectations you do not understand.



Class Expectations

Attendance & Participation – 45 points (three points per class meetings)

Students are expected to be punctual in class attendance and remain in the classroom for the entire class session, as they would in any business appointment, unless an urgent need arises or prior arrangements have been made with the instructor. **Two tardy attendances will result in one absence.**

Participation

Students are expected to arrive for class prepared to meet classroom obligations and to devote full attention and commitment to the work of each class. Classroom discussion is an important part of the pedagogy of this course. Students in Introduction to Business should be fully prepared to engage in class discussions, and they should use the opportunity to develop positive and professional communication skills. This includes according respect for differing perspectives and contributions to discussions, as well as building on the base for discussion established by student colleagues, peer leader, and the instructor.

Electronic Devices

*****Please TURN OFF your cell phone ringtone before class begins!!*****

Laptops, cell phones, and other electronic devices should be used with discretion and only as permitted by the instructor for work directly related to the class session. Sending email and text messages, accessing the Internet, and working on matters unrelated to this course are inappropriate behaviors because they are disrespectful and distracting to the class and to the instructors. In urgent situations, the student should inform the instructor **in advance** of a pending (emergency) phone call or message.

Email Communication

Students in Introduction to Business are required to have and use their GatorLink account for all UF related email functions and official classroom notifications. Official university communications are sent to students through your GatorLink account and email address. The instructor and peer leader will also communicate with you through this email address. Please make sure to check your GatorLink account regularly: <https://webmail.ufl.edu/>.

E-Learning (Canvas)

This course utilizes the e-Learning (Canvas) site: <http://elearning.ufl.edu/>. On this site, you will find a portal where you can access the syllabus, course assignments, and other valuable resources for your success at the University of Florida.

Assignments

Introduction to Business is a college level course. The assignments that you turn in should be college level work. You are responsible for knowing and understanding the content of the syllabus. Descriptions of assignments can be found on **page six of the syllabus**.

All written assignments for this course should be **Typed** and double-spaced. The font should be 12 point and Times New Roman with 1" page margins. Please avoid spelling, typographical errors and anything that generally detracts from the readability or content of the assignment. Type your name and the date at the top of the first page of the assignment and number each additional page. If you use a quotation, please cite it according to the latest edition of American Psychological Association's Publication Manual. **Please note: late work will not be accepted.** (However, students should meet with instructor to discuss extenuating circumstances).

ADA Statement

UF provides high-quality services to students with disabilities, and we encourage you to take advantage of these facilities. Students with disabilities needing academic accommodations should: 1) Register with and provide documentation to Disability Resources (<http://www.dso.ufl.edu/drp/>), and 2) Bring a letter to the instructor from Disability Resources indicating that you need academic accommodations. Please do this as soon as possible, preferably within the first week of class.

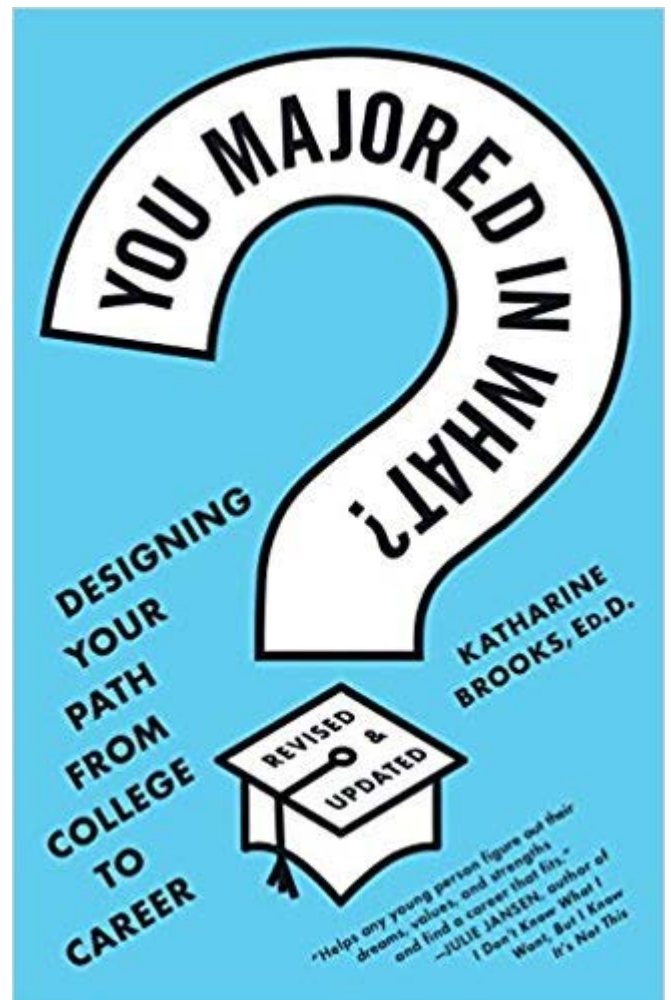
Course Textbook

Updated & Revised Edition

Brooks, K. (2010). *You majored in what? Designing your path from college to career* (Updated & Revised), (2010). New York, NY: Penguin Group, Inc.

* ISBN: 9780452296008 (paperback)

This book will be used as the basis for many of our class discussions and assignments, such as Mapping Your Future and Wandering Strategies. It also serves as a great resource to help connect your academic journey with your career aspirations.



Overview of Assignments

Meet Your Instructor/Peer Leader: Schedule an appointment to meet with course peer leader or instructor. You can meet with **Renee** for academic and career planning or you can meet with **Kristina** for peer to peer discussion about student life at UF. **Please Note:** If you meet with both, Kristina and Renee, you will earn **extra credit, 5 points**.

Who Am I? Essay & Photo: This assignment serves as an introduction of you (both as a student and individual) to the instructor and peer leader. The **two page essay** should be an honest reflection of who you are (personal background) as well as highlight your past academic experiences and future academic and career goals. Include only what you are comfortable sharing. Only your instructor/peer leader will read the autobiography. Please include a photo. **(See page 4 for typed assignment instructions)**

Strengths Quest: Strengths Quest gives students the opportunity to develop strengths by building on their greatest talents – the way in which they most naturally think, feel, and behave as unique individuals. You will have the opportunity to take this assessment and be able to integrate the results into your academic plans. ***Bring your Strength Quest reports to class**

Mapping Your Future: Understanding where you want to go is crucial to developing a plan for getting there. For this assignment, you will create a “map” of all of the “places” that you want to go during and after college. These will include all of your aspirations for your college experience as well as your life after college. This map will then serve as a personal guide toward applying the information we learn in the class to yourself and your unique path through college.

Resume: A great resume is essential to a successful job search. However, it can also be just as useful in planning for future experiences at the University either curricular or co-curricular. As a guide, use the resources available on the Career Resource Center’s website, to create a current resume: <https://www.crc.ufl.edu/students/services/>. Also, for additional assistance, review the School of Business Career and Academic Peer Mentors’ resumes at the following website, “Meet the Mentor”: <http://warrington.ufl.edu/undergraduate/myheavener/career/cap/mentors.asp>.

Ethics Discussion and Case Presentation:

The Heavener School of Business believes in the importance of teaching ethics in an educational environment. As a result, all Introduction to Business students participate in the Ethics Class Discussion and Case Presentation. Small groups are presented with an ethical dilemma and will present a comprehensive solution that considers both the economical and social consequences of the company’s actions. (Final – 1st Place - \$500 & 2nd Place - \$250)

Heavener Career Week: Companies will present interactive workshops on a variety of topics. Attend one 50-minute career, leadership, or information session of your choice during any HCW event: **September 26 – 30**. SWIPE your Gator1 card & submit a written reflection about your experience. For details, please visit: <http://warrington.ufl.edu/undergraduate/myheavener/career/careerweek/2015Fall/>

Community Service: Students are expected to participate in the service project. You will submit a written reflection (2 pages) on this experience. Attending the project as a class is expected and students must receive approval from the instructor before doing a project not planned by the instructor. **Any schedule conflicts must be submitted in writing with documentation to the instructor prior to the Service Project.**

Human Library: The Human Library is an innovative and interactive diversity learning initiative where staff, faculty, and community members volunteer as human “books” to share their stories of hardship and resilience with first-year student “readers” in a small group setting. Readers and books engage in personal dialogue about their experiences, in order to foster understanding, challenge stereotypes, reduce prejudice, and celebrate diversity. **You will sign up for two 45-minute sessions, which will be held on Thursday, October 26, 10:40am - 7:05 pm, Reitz Grand Ballroom. To verify attendance, submit the “proof of attendance” blue card.**

Group Project – Major Brochure Presentation: Your goal is to “sell” a particular major in the School of Business to your fellow classmates; to persuade them to choose that major, you and your team should develop a brochure. You will have **five minutes** to present to the class. Your brochure should be factual, accurate, appealing and persuasive, and should include, but not be limited to:

- **Courses required for major**
- **Technical and transferrable skills**
- **Potential employers and careers**
- **Minor or certificate programs**
- **Student organizations affiliated with major**

(Please provide black & white copies of brochure for classmates & instructors)

Wandering Strategy: Getting what you want out of your college experience is a matter of purposeful planning. It also involves much more than just going to class. However, at this point, you may be considering many different plans for your college experience. You will have the chance to choose one of three “Wandering Strategies” that fit your circumstances to help guide your journey after completing Introduction to Business. It is hoped that you will use this assignment as a way to tie-in all that we have learned.

Meet the Director Associate Dean

Dr. Alex Sevilla, Associate Dean of the Warrington College of Business and Director of the Heavener School of Business, has scheduled a series of meetings with all WW students to get to know you.

Your attendance at this meeting is **mandatory**.

Fall 2017 Introduction to Business Course Calendar

Date	Class Topic	Assignments Due
Wed. August 23	Warrington Welcome & Introductions <ul style="list-style-type: none"> • Ice Breaker • Expectations 101 • Review Course Syllabus & Calendar • Community Service Project SAVE THE DATE – Saturday, October 21 	
Wed. August 30	Personal Branding	Who Am I? Essay w/Photo <i>Chaos and Your Career Plans</i> Chapter 1 pp. 1 – 17
Wed. September 6	Creating An Effective Resume	<i>Creating Irresistible Resumes That Will Get You the Interview</i> Resume Chapter 8 pp. 237 – 260
Mon. September 11	Meet the Heavener School of Business Associate Dean: Dr. Alex Sevilla Monday, September 11 * 4pm to 5pm * 160 HVNR	Attendance is Mandatory
Wed. September 13	Time Management & Goal Setting Using Effective Presentation Skills	Resume
Wed. September 20	Ethics Case Kick-off & Discussion Guest Speaker: Business Ethics Ambassadors	
Mon. – Fri. September 25- 29	Heavener Career Week	Written Reflection
Wed. September 27	How to Effectively Use Your Strengths	Strengths Quest Assessment Reports Strengths Quest Reading Assignment
Wed. October 4	Ethics Case Presentations	Ethics Case Group Presentations Monday, October 9 Semi-final & Final 5pm @Heavener Hall
Wed. October 11	Human Library Discussion Guest Speakers	<i>The Wise Wanderer Explores the Future</i> Chapter 4 pp. 103 – 142
Wed. October 18	Discover the Warrington College of Business & The University of Florida	Career Map Scavenger Hunt In-Class Assignment

Date	Class Topic	Assignments Due
Sat. October 21	Community Service Project – A Day of Service	Written Reflection
Wed. October 25	Preparing for Spring Registration: Your Degree Audit and Academic Advising	Bring A Laptop to Class!!
Thurs. October 26	Understanding & Appreciating Diversity: The Human Library	Thursday, October 26 10:40am – 7:05pm Reitz Union Grand Ballroom
Wed. November 1	Commitment to Service: Student Organizations & Campus Involvement Guest Speakers: Campus Leaders	
Wed. November 8	Major Brochure Presentations	Major Brochure Group Presentations
Wed. November 15	When Do You Plan to Study Abroad? Guest Speaker: International Programs Heavener School of Business	
Wed. November 22	NO CLASSES Thanksgiving Recess – Nov. 22 - 24	
Wed. November 29	The Warrington Road to Success	Last Day to Meet w/Instructor or Peer Leader
Wed. December 6	Wandering Strategy Discussion Reflect on First Semester & What's Next	Wandering Strategy Presentation <i>Wandering Strategy</i> Chapter 6 pp. 175 – 209

- Fall Classes End – December 6
- Reading Days No Classes – December 7 - 8
- Final Exam Week – December 9 - 15

Points Breakdown

Due Date	Assignment Title	Point Value
Aug 23 – Dec 6	Attendance and Participation (3 pts per class)	45
Aug 28 – Nov 29	Meet Your Instructor/Peer Leader	10
Aug 30	Who Am I? Essay	10
Sept 11	Meet the Director	10
Sept 13	Resume	15
Sept 25 – 29	Heavener Career Week	15
Sept 27	Strengths Quest	10
Oct 4	Ethics Presentation	30
Oct 18	Mapping Your Future	15
Oct 21	Community Service & Reflection Paper	20
Oct 26	Human Library	15
Nov 8	Major Brochure Group Presentation	30
Dec 6	Wandering Strategy	15
Total		240

Extra Credit – Due by November 29

Select one assignment below to earn five extra credit points

- Business Bash, August 29, 5pm - 7pm * Reitz Union Ballroom
- Meetings w/Instructor and Peer Leader
- Complete an appointment with a Career and Academic Peer Mentor
- Create a LinkedIn Profile (Instructions on CANVAS)

Grading Scale - Total Points Possible: 240

A	229 - 240
A-	217 - 228
B+	206 - 216
B	194 - 205
B-	188 - 193
C+	178 - 187

C	171 - 177
C-	165 - 170
D+	153 - 164
D	142 - 152
D-	135 - 141
E	< 134

**Please Note: Failure to submit any assignment can lower your final grade.
If necessary, the instructor will revise the course syllabus and course calendar.**

Have a Great Semester! Go Gators! 😊