

RECEIVED

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OFFICE OF THE
SENATE COUNCIL**1. General Information**

1a. Submitted by the College of: BUSINESS AND ECONOMICS

Date Submitted: 9/30/2013

1b. Department/Division: Business and Economics

1c. Contact Person

Name: Paul Childs

Email: pchilds@uky.edu

Phone: 7-2490

Responsible Faculty ID (if different from Contact)

Name:

Email:

Phone:

1d. Requested Effective Date: Semester following approval

1e. Should this course be a UK Core Course? No

2. Designation and Description of Proposed Course2a. Will this course also be offered through Distance Learning?: Yes ⁴

2b. Prefix and Number: B&E 201

2c. Full Title: Introduction to Business

2d. Transcript Title:

2e. Cross-listing:

2f. Meeting Patterns

LECTURE: 3

2g. Grading System: Letter (A, B, C, etc.)

2h. Number of credit hours: 3

2i. Is this course repeatable for additional credit? No

If Yes: Maximum number of credit hours:

If Yes: Will this course allow multiple registrations during the same semester?

2j. Course Description for Bulletin: This course provides an introductory level understanding of how a business operates and how it is managed. Business concepts and activities that will be covered include business development, management, human resources, marketing, accounting and finance.

2k. Prerequisites, if any:

2l. Supplementary Teaching Component:

3. Will this course taught off campus? No

If YES, enter the off campus address:

4. Frequency of Course Offering: Spring,

Will the course be offered every year?: Yes

If No, explain:

5. Are facilities and personnel necessary for the proposed new course available?: Yes

If No, explain:

6. What enrollment (per section per semester) may reasonably be expected?: 50

7. Anticipated Student Demand

Will this course serve students primarily within the degree program?: Yes

Will it be of interest to a significant number of students outside the degree pgm?: No

If Yes, explain: [var7InterestExplain]

8. Check the category most applicable to this course: Traditional – Offered in Corresponding Departments at Universities Elsewhere,

If No, explain:

9. Course Relationship to Program(s).

a. Is this course part of a proposed new program?: No

If YES, name the proposed new program:

b. Will this course be a new requirement for ANY program?: No

If YES, list affected programs:

10. Information to be Placed on Syllabus.

a. Is the course 400G or 500?: No

b. The syllabus, including course description, student learning outcomes, and grading policies (and 400G-/500-level grading differentiation if applicable, from 10.a above) are attached: Yes

Distance Learning Form

Instructor Name: Paul Childs

Instructor Email: pchilds@uky.edu

Internet/Web-based: Yes

Interactive Video: No

Hybrid: No

1. How does this course provide for timely and appropriate interaction between students and faculty and among students? Does the course syllabus conform to University Senate Syllabus Guidelines, specifically the Distance Learning Considerations? The syllabus contains contact information and the following statements on the timeliness of responses:

The preferred method of contact is via email. During working hours I will normally respond to emails within 4 hours. In addition, in the Technology Requirement section of the syllabus contains the following text: You are responsible for all class emails. Check your email at least once or twice a day. It is strongly recommended that you use your UK email. Make sure that class emails are not being filtered out by anti-spam software (this is particularly important if you use a non-UK email account). The course syllabus conforms to University Senate Syllabus Guidelines and Distance Learning Considerations.

2. How do you ensure that the experience for a DL student is comparable to that of a classroom-based student's experience? Aspects to explore: textbooks, course goals, assessment of student learning outcomes, etc. A schedule similar to a traditional class is listed at the end of the syllabus and enforced by Blackboard. There are 20 topics broken down into 6 modules in the class. The modules incorporate short videos, PowerPoint style slides, web links, additional readings and examples. The homework due dates, quiz dates and exam dates are spaced through the semester like a traditional class to guide the student through the class at an appropriate pace.

3. How is the integrity of student work ensured? Please speak to aspects such as password-protected course portals, proctors for exams at interactive video sites; academic offense policy; etc. The homework assignments and quizzes are hosted on Blackboard and are password protected. The three exams are proctored exams given here at UK. Student identification will be checked at each exam. The three exams make up 2/3rds of the points in the course. Academic dishonesty will not be tolerated and offenses will be vigorously pursued.

4. Will offering this course via DL result in at least 25% or at least 50% (based on total credit hours required for completion) of a degree program being offered via any form of DL, as defined above? No.

If yes, which percentage, and which program(s)?

5. How are students taking the course via DL assured of equivalent access to student services, similar to that of a student taking the class in a traditional classroom setting? The Distance Learning Library (and phone, email, website) are listed on the syllabus. Similarly the IT support services have contact information. Students are able to contact services via email, phone and internet.

6. How do course requirements ensure that students make appropriate use of learning resources? The resources for the class are available at the course Blackboard site. Note that online software keeps track of student access to the class resources so there is a wealth of information about when and how often students use course materials. Finally, there is a traditional calendar for the homework, quizzes and exams in the class (see the course schedule on the last page of the syllabus).

7. Please explain specifically how access is provided to laboratories, facilities, and equipment appropriate to the course or program. This course does not require labs, equipment, etc. The syllabus does contain contact information for Distance Learning Library Services should the student desire library access.

8. How are students informed of procedures for resolving technical complaints? Does the syllabus list the entities available to offer technical help with the delivery and/or receipt of the course, such as the Information Technology Customer Service Center (<http://www.uky.edu/UKIT/>)? The syllabus contains a Technology Help and Library Services section. This section phone numbers, email addresses and web links to the UK Help Desk, the Teaching and Academic Support Center, and the Distance Learning Library Services.

9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)? YES

If no, explain how student enrolled in DL courses are able to use the technology employed, as well as how students will be provided with assistance in using said technology.

10. Does the syllabus contain all the required components? YES

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name: Paul Childs

SIGNATURE|SKELLEY|Scott W Kelley|College approval for ZCOURSE_NEW B&E 201|20130412

SIGNATURE|JMETT2|Joanie Ett-Mims|Undergrad Council approval for ZCOURSE_NEW B&E 201|20131003

The distance learning form part of the eCats system disappeared after the course was saved. This document contains the answers for the distance learning form.

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9. Will the course be delivered via services available through the Distance Learning Program (DLP) and the Academic Technology Group (ATL)?

Yes

10. Does the syllabus contain all the required components?

Yes

11. I, the instructor of record, have read and understood all of the university-level statements regarding DL.

Instructor Name: Paul Childs

B&E 201
Introduction to Business
Fall 2014

Instructor: Dr. XXX XXXXX
Office Address: XXX Gatton College of Business and Economics
Email: xxxxx@uky.edu
Office Phone: 257-XXXX
Office Hours: MW 2:00-3:00 or by appointment

The preferred method of contact is via email. During working hours I will normally respond to emails within 4 hours.

Course Description

This course provides an introductory level understanding of how a business operates and how it is managed. Business concepts and activities that will be covered include business development, management, human resources, marketing, accounting and finance.

Prerequisites

None

Student Learning Outcomes

After completing this course, the student will be able to:

1. Explain the relationship between profit and risk.
2. Describe the differences between being an entrepreneur and working for others.
3. Discuss the effects of the economic environment, fiscal and monetary policies, and social changes on business.
4. Discuss the importance of global markets in the economy and appreciate the roles of comparative advantage in global trade.
5. Describe the difference between legality and ethics and understand management's role in setting ethical standards.
6. Describe the role of leadership within management to empower employees to meet customer needs in a profitable manner.
7. Describe techniques to motivate employees to produce quality goods and services.
8. Describe how proper management of financial resources helps maintain a profitable organization.
9. Explain how the basic concepts of business law affect competition both domestically and globally.
10. Describe the role that risk management plays in ensuring a stable and sound business.

Required Materials

Understanding Business, Tenth Edition, by William G. Nickels, James M. McHugh, and Susan M. McHugh.

Technology Requirement

You must have internet access to visit the class website, complete the modules, and complete problem sets, etc. Minimum hardware and software requirements (and links to download necessary software) are available at <http://www.uky.edu/DistanceLearning/current/technology/techReqs.html>

For this class, we will use UK's Blackboard (Bb) system and Connect (<http://elearning.uky.edu>). You will be required to complete weekly homework assignments using Connect. Please make sure that you are familiar with Blackboard.

You are responsible for all class emails. Check your email at least once or twice a day. It is strongly recommended that you use your UK email. Make sure that class emails are not being filtered out by anti-spam software (this is particularly important if you use a non-UK email account).

Technology Help and Library Services

If you are having technical problems accessing or viewing course materials, contact the Customer Service Center at by phone at 859-257-1300 or by email at helpdesk@uky.edu. Their web address is <http://www.uky.edu/UKIT/>. Their hours are Monday through Friday, 7:00 a.m. to 6:00 p.m. Additional resources include:

Teaching and Academic Support Center:

Web: <http://www.uky.edu/TASC/>

Phone: (859) 257-8272

Distance Learning Library Services (provides access to UK's circulating collection):

Web: <http://www.uky.edu/DistanceLearning>

Carla Cantangallo, DL Librarian

Phone: 859-257-0500, Ext. 2171 (Long distance 800-828-0439)

Email: dllservice@uky.edu

DL Interlibrary Loan:

Web: http://www.uky.edu/Libraries/linpage.php?lweb_id=253&llib_id=16

Description of Course Activities and Assignments

Online Content – For each chapter there are supporting videos, PowerPoint slides and links.

Chapter Homework Assignments – After each chapter you must complete an online homework assignment at the Connect website (<http://elearning.uky.edu>). You can repeat homework assignments as often as you'd like before the window closes on the assignment. Your highest score for each chapter will be recorded. There will be 20 homework assignments

Quizzes – After each module there is an online quiz. There will be a total of six quizzes. You will be able to drop your lowest quiz score.

Exams – There will be two midterm exams and a final exam. **Exams will be taken on site at the University of Kentucky (in Room 148 of B&E).** The first midterm will be at 7:00 pm on October XX, 2014. The second midterm will be at 7:00 pm on November XX, 2014. The final exam will be at 7:00 pm on December XX, 2014.

Course Grading

Your final grade will be based on your performance homework, quizzes, midterms and final.

Assignment	Possible Points
Homework– 20 @ 5 points each	100 pts.
Quizzes – 5 @ 10 points each	50 pts.
Midterm Exams – 2 @ 100 points each	200 pts.
Final Exam	100 pts.
TOTAL POINTS	450 pts.

Grading Scale

405-450	A
360-404	B
315-359	C
270-314	D
0-269	E

Mid-term grades will be posted in myUK by the deadline established in the Academic Calendar (<http://www.uky.edu/Registrar/AcademicCalendar.htm>).

Makeup Policy

Late work will only be accepted if there is a documented excused absence. If an excused absence can be anticipated before the due date, you must inform me prior to the due date.

Absences

Students need to notify me of absences prior to the homework, quizzes and exams when possible. S.R. 5.2.4.2 defines the following as acceptable reasons for excused absences:

(a) serious illness, (b) illness or death of family member, (c) University-related trips, (d) major religious holidays, and (e) other circumstances found to fit "reasonable cause for nonattendance" by the professor.

Students anticipating an absence for a major religious holiday are responsible for notifying the instructor in writing of anticipated absences due to their observance of such holidays no later than the last day in the semester to add a class. Information regarding dates of major religious holidays may be obtained through the religious liaison, Mr. Jake Karnes (859-257-2754).

Students may be asked to verify their absences in order for them to be considered excused. Senate Rule 5.2.4.2 states that faculty have the right to request "appropriate verification" when students claim an excused absence because of illness or death in the family. Appropriate notification of absences due to university-related trips is required prior to the absence.

Academic Integrity

Per university policy, students shall not plagiarize, cheat, or falsify or misuse academic records. Students are expected to adhere to University policy on cheating and plagiarism in all courses. The minimum penalty for a first offense is a zero on the assignment on which the offense occurred. If the offense is considered severe or the student has other academic offenses on their record, more serious penalties, up to suspension from the university may be imposed.

Plagiarism and cheating are serious breaches of academic conduct. Each student is advised to become familiar with the various forms of academic dishonesty as explained in the Code of Student Rights and Responsibilities. Complete information can be found at the following website: <http://www.uky.edu/Ombud>. A plea of ignorance is not an acceptable defense against the charge of academic dishonesty. It is important that you review this information as all ideas borrowed from others need to be properly credited.

Part II of Student Rights and Responsibilities (available online <http://www.uky.edu/StudentAffairs/Code/part2.html>) states that all academic work, written or otherwise, submitted by students to their instructors or other academic supervisors, is expected to be the result of their own thought, research, or self-expression. In cases where students feel unsure about the question of plagiarism involving their own work, they are obliged to consult their instructors on the matter before submission.

When students submit work purporting to be their own, but which in any way borrows ideas, organization, wording or anything else from another source without appropriate acknowledgement of the fact, the students are guilty of plagiarism. Plagiarism includes reproducing someone else's work, whether it be a published article, chapter of a book, a paper from a friend or some file, or something similar to this. Plagiarism also includes the practice of employing or allowing another person to alter or revise the work which a student submits as his/her own, whoever that other person may be. Students may discuss assignments among themselves or with an instructor or tutor, but when the actual work is done, it must be done by the student, and the student alone.

Academic Accommodations

If you have a documented disability that requires academic accommodations in this course, please make your request to the University Disability Resource Center. The Center will require current disability documentation. When accommodations are approved, the Center will provide me with a Letter of Accommodation which details the recommended accommodations. Contact the Disability Resource Center (Room 2, Alumni Gym, (859) 257-2754, email address jkarnes@email.uky.edu) for coordination of campus disability services available to students with disabilities.

Tentative Schedule

Module 1 - Business Trends: Cultivating a Business in Diverse, Global Environments

Ch. 1 Taking Risks and Making Profits within the Dynamic Business Environment

Ch. 2 Understanding Economics and How it Affects Business

Ch. 3 Doing Business in Global Markets

Ch. 4 Demanding Ethical and Socially Responsive Behavior

Quiz #1, September XX, 2014

Module 2 - Business Ownership: Starting a Small Business

Ch. 5 How to Form a Business

Ch. 6. Entrepreneurship and Starting a Small Business

Quiz #2, October XX, 2014

Midterm #1, October XX, 2014

Module 3 - Business Management: Empowering Employees to Satisfy Customers

Ch. 7 Management and Leadership

Ch. 8 Structuring Organizations for Today's Challenges

Ch. 9 Production and Operations Management

Quiz #3, October XX, 2014

Module 4 - Management of Human Resources: Motivating Employees to Produce Quality Goods and Services

Ch. 10 Motivating Employees

Ch. 11 Human Resource Management: Finding and Keeping the Best Employees

Ch. 12 Dealing with Union and Employee-Management Issues

Quiz #4, November XX, 2014

Midterm #2, November XX, 2014

Module 5 - Marketing: Developing and Implementing Customer-Oriented Marketing Plans

Ch. 13 Marketing: Helping Buyers Buy

Ch. 14 Developing and Pricing Goods and Services

Ch. 15 Distributing Products

Ch. 16 Using Effective Promotions

Quiz #5, November XX, 2014

Module 6 - Managing Financial Resources

Ch. 17 Understanding Accounting and Financial Information

Ch. 18 Financial Management

Ch. 19 Using Securities Markets for Financing and Investing Opportunities

Ch. 20 Money, Financial Institutions, and the Federal Reserve

Quiz #6, December XX, 2014

Final Exam, December XX, 2014