

Approval Chart for Curriculum Changes

A = Approve I= Information Item¹ R= Advise & Respond²

Course Number BUSA 120 or Degree Plan(s) _____

State the requested change and reason. A memo may be attached if more space is necessary.

Change in the number of hours to the existing course - BUSA 120: Introduction to Business - to reflect addition of a new course - ENTR 120: Foundations of Entrepreneurship. This change is part of a larger effort to introduce a new certificate and minor in entrepreneurship, which is described in more detail in the accompanying application. The original BUSA 120 dedicated approximately one-third of its content to entrepreneurship related material and/or assignments. This content will no longer be in BUSA 120 but the remaining course content will be substantively the same. A syllabus for the revised BUSA 120 is attached.

Circle the number that corresponds to the requested change. Degree plan changes are on the second page.

		COUNCIL ³								
	Change to a Course	Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD	Provost	President
1.	Title (description unchanged)	A	A	A		I			I	I
2.	Description (not affecting content)	A	A	A		I			I	I
3.	Course term(s)	A	I	A		I			I	I
4.	Content (substantive change)	A	A	A		I			A	I
5.	Number of hours (lecture, lab, contact)	A	A	A		A			A	I
6.	Course number within the hundred	A	A	I		I			I	I
7.	Course number beyond the hundred	A	A	A		A			A	I
8.	Prerequisites	A	A	A		I			I	I
9.	Course fee(s)	A	--	A		--			A	I
10.	From U to G or G to U	A	A	A		A			A	I
11.	Cross list with another department: U or G level	A	A	A		A			A	I
12.	Department of record	A	A	A		A			A	I
13.	Open or close a course	A	A	A		A			A	I
14.	New course — See website for application and process. This change includes combining or splitting a course(s).	A	A	A		A			A	I

Note: When an academic unit does not have a council, the UGEC and/or UUAC will serve as its academic council, depending on the nature of the issue.

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		COUNCIL ³										
	Change to a Degree Plan	Dept./School	College Academic	Deans	TEC	UGEC	UUAC	GRAD	Provost	Faculty	President	Board of Trustees
1.	University Requirements — Change in approved course content ⁶	A	A	A	A				A	--	A	--
2.	University Requirements — Add or drop a required course from the University Requirements chart ⁶	A	A	A	A				A	A	A	--
3.	University Requirements — Add or drop a course from a menu within the University Requirements ⁶	A	--	--	A				A	--	A	--
4.	University Requirements — Change hours within a menu on the University Requirements chart ⁶	A	A	A	A				A	A	A	--
5.	Major — Revision of major ^{4,5}	A	A	A	A				A	--	A	--
6.	Major — Adopt or change admission requirements	A	A	A	A				A	--	A	--
7.	Major — Add ^{4,5}	A	A	A	A				A	A	A	I
8.	Major – Discontinue (proposed by the department or college)	A	A	A	A				A	A	A	I
9.	Major – Discontinue (proposed by the Provost)	See below.										
10.	GPA — Revise major or cumulative requirement	A	A	A	A				A	A	A	--
11.	Minor — Revise course selection	A	A	A	I				I	--	I	--
12.	Minor — Add	A	A	A	A				A	--	A	--
13.	Minor – Discontinue (proposed by the department or college)	A	A	A	A				A	--	A	--
14.	Minor – Discontinue (proposed by the Provost)	See below.										
15.	Degree — Add	A	A	A	A				A	A	A	I
16.	Degree – Discontinue (proposed by the department or college)	A	A	A	A				A	A	A	I
17.	Degree – Discontinue (proposed by the Provost)	See below.										
18.	Any change to a graduate degree program	A	A	A	A				A	--	A	--

		COUNCIL ³								
	Provost-Proposed Change	Provost	Department	Dean	TEC	UUAC	Graduate	Faculty	President	Board of Trustees
1.	Major/Graduate Program — Discontinue (proposed by the Provost)	A	R	R		A		A	A	I
2.	Minor — Discontinue (proposed by the Provost)	A	R	R		A		--	A	--
3.	Degree — Discontinue (proposed by the Provost)	A	R	R		A		A	A	I

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COUNCIL ³									
	Change to the Catalog Information	Dept./School	College Academic	Deans	UGEC	UUAC	GRAD	Provost	President
1.	General requirements for graduation including course requirements that are common to all majors for all degrees ⁷	--	--	--		A		A	A
2.	Admission requirements	--	--	--		A		A	A
3.	Policies governing academic probation and suspension	--	--	--		A		A	A
4.	Requirements for graduating with honors	--	--	--		A		A	A

¹ Councils may request additional information about "Information" items. These items are approved as "Consent Agenda."

² The Dean and Department should respond to the Provost's recommendation to close a program in writing. Advise & Respond (R) requires that the voting body should receive the written responses at least one week prior to the vote.

³ All courses that meet University Requirements for general education must go through UGEC. Courses or degrees offered only to students seeking teacher certification must go through the Teacher Education Council. All undergraduate changes must go before the UUAC. All graduate degree plan changes must go through the Graduate Council.

⁴ A minimum of 30 hours is required for a major. A maximum is specified for each degree (e.g., BA, BS). The university minimum for elective hours is 6, unless the requirements of external accrediting bodies make it impossible.

⁵ Program or course changes that apply to any major that includes Teacher Certification will be reviewed by the college, the Teacher Education Council (TEC), and then the UUAC.

⁶ Courses that satisfy ACU's University Requirements (General Education) will normally have lower-level numbering, be free of prerequisites and co-requisites, appeal to more than one or two majors, and "not narrowly focus on those skills, techniques, and procedures specific to a particular occupation or profession" (SACS 2.7.3). Departments may request exceptions to the first three criteria.

⁷ The UUAC approved the clarification that "general requirements for graduation" means the enumerated items in the "General Requirements for Bachelor's Degrees" section of the catalog.

Revised 8-26-19

Curriculum/Catalog Changes Signature Page

Department/School Chair(s)	
<u>Olaf B.</u>	Apr 6, 2021
Signature	Approval date
Signature	Approval date

College Academic Council(s)	
<u>Kyle Zinn</u>	4/26/2021
Signature	Approval date
Signature	Approval date

Dean(s)	
<u>Brad Crisp</u> Brad Crisp (Apr 28, 2021 14:35 CDT)	Apr 28, 2021
Signature	Approval date
Signature	Approval date

Teacher Education Council	
Chair's signature	Approval date

General Education Council	
Chair's signature	Approval date

Undergraduate Academic Council	
Chair's signature	Approval date

Graduate Council	
Chair's signature	Approval date

Provost	
Signature	Approval date

Faculty	
Chair of faculty senate	Approval date

President	
Signature	Approval date

ABILENE CHRISTIAN UNIVERSITY
COLLEGE OF BUSINESS ADMINISTRATION

BUSA 120: Introduction to Business

SYLLABUS • Spring 2021



Our Mission

To educate students for Christian service and leadership throughout the world (ACU)

To educate business and technology professionals for Christian service and leadership throughout the world (COBA)

► **HOW TO REACH ME**

Professor: Dr. Monty Lynn

Office: 277 Mabee Business (2nd floor, east side of Mabee Business Building, Management Sciences offices)

Phone: (325) 674-2593 / **Email:** monty.lynn@acu.edu

Book an Appointment: <https://montylynn.youcanbook.me> — Let's visit! Schedule a time and we'll meet via Zoom

► **COURSE GOALS**

Course Description

BUSA 120: Introduction to Business (2-0-2), fall, spring. A broad preview of business and entrepreneurial thinking. Topics include accounting, finance, information systems, management, and marketing. No prerequisite courses are required.

Course Learning Goals

Our content, activities, and assessments will reflect the following goals:

- **CONCEPTS:** Explore, apply, and demonstrate basic entrepreneurship and business concepts
- **VALUES:** Appreciate the contribution of ethics, social responsibility, and faith in business
- **CAREER:** Explore possible career interests, occupations, and industries
- **EXCEL:** Demonstrate basic Microsoft Excel skills
- **PERSONAL SKILLS:** Practice effective organization and study skills

► **COURSE MATERIALS**

Category	Item	Available
Purchase		
Textbook	Kelly & Williams, <i>BUSN</i> . Cengage (9 th , 10 th , or 11 th ed.)	ACU Campus Store & elsewhere
Software	Packback	Direct from Packback or ACU Campus Store
Purchase if you are not Certified by Microsoft in Excel		
Software	LearnKey/GMetrix & Certiport MOS exam	ACU Campus Store only
Free		
Learning System	Canvas	my.acu.edu
Testing Program	LockDown Browser	Canvas (module A)
Videos	LinkedIn Learning	Canvas (module A)

► **PACKBACK**

What is it?

- Packback is an online tool that provides a space for you to discuss course content with other students. The software will coach and reward you for asking open-ended questions and connecting readings and videos to real-world applications.

What do I do?

- Most weeks, you'll post one question and respond to two other students' questions about the week's chapter readings and/or videos. The deadline is **Sunday, 11:59 p.m. CST but the earlier you post, the better your grade**. Late work cannot be accepted. Specific assignments are listed on the daily schedule (syllabus, pages 5-7) and in Canvas. For each assignment, you'll post:
 - **One open-ended question per week worth 40% of each assignment grade.**
 - **Two responses per week each worth 30% of each assignment grade.**

How do I register?

- You'll receive an email invitation from help@packback.co prompting you to finish registering. If you don't receive an email (be sure to check your spam), an alternative method is:
 - Create an account by navigating to <https://questions.packback.co/login> and click, "Sign up for an Account." (If you already have an account on Packback you can login with your credentials.)
 - In the "Join a Community" module in Packback, enter our:
Community Lookup Key: 346ff069-3b52-411a-9a5f-884ca514d600
 - Follow the instructions on your screen to complete your registration.
- To register, you have to purchase Packback. You can purchase a voucher at the ACU Campus Store or refer to <https://www.packback.co/product/pricing> for more information.

How to Get Help from the Packback Team

- If you have any questions or concerns about Packback throughout the semester, contact their excellent customer support team at help@packback.co
- For a brief introduction to Packback and why we are using it in class, check out this video:
<https://vimeo.com/packback/Welcome-to-Packback-Questions>

► **ASSESSMENTS**

You'll find the items below listed on the daily schedule (see the syllabus, pages 5-7) and on Canvas:

Activity	Platform	Points	Total
Discuss chapter and video concepts with others	Packback	10 per each post and 2 responses	110
Engage class activities that apply content	Canvas	10 per assignment	120
Demonstrate knowledge of concepts on exams	Canvas	75 per exam; 150 for the final exam	375
Earn your Microsoft Excel certification	LearnKey, GMetrix & Certiport	10 per post-assessment; 75 for exam	135
Total			740

Final course grades are assigned according to the following percentages:

Grade	Percentage
A	100% - 89.5%
B	89% - 79.5%
C	79% - 69.5%
D	69% - 59.5%
F	< 59.5%

► POLICIES

Attendance

- Come to class. Attending class aids learning and builds community. Due to COVID-19, attendance will be taken daily but it will not be counted toward grades. To record your attendance, respond to the daily attendance quiz.

COVID-19

- For the safety of all, masks are required to be worn in class.
- As much as possible, stay six or more feet away from all class members.
- If you are diagnosed with COVID-19 or required to quarantine, SOAR will contact me. If you believe you have been exposed, you should contact SOAR (soar@acu.edu). If you feel ill, you should contact the Medical and Counseling Center (<https://www.acu.edu/about/offices/medical-center.html>).

Disabilities

- ACU is dedicated to removing barriers and opening access for students with disabilities in compliance with ADA and Section 504 of the Rehabilitation Act. The Alpha Scholars Program facilitates disability accommodations in cooperation with instructors. To receive accommodations, you must register with the Alpha Scholars Program and you must complete a specific request for each class in which you need accommodations. If you have a documented disability and wish to discuss academic accommodations, please contact them at (325) 674-2667 or alpha@acu.edu.

Dropping

- To drop the course, you must complete the required paperwork with your advisor. You cannot reuse class hours in block tuition if you drop after the first week of the semester.

Electronic Devices

- Put away all electronic devices (i.e., laptops, tablets, phones, iPads) except when invited to use them.
- You will need a laptop or iPad to take exams. Tablets and Chromebooks cannot install LockDown Browser.

Entrepreneurship

- To reinforce learning business and to appreciate the role of entrepreneurship, you'll have a chance to develop a business idea in a virtual group and pitch it to judges. We'll devote Fridays to this semester-length project, and we'll have a team of students and faculty ready to lead you through it.

Exams

- For exams, you'll need an iPad or laptop with LockDown Browser installed (see Canvas to download).
- Phones, headphones, smart watches, notes, and books should be inaccessible during exams.
- Missed exams may be made up on the last Friday prior to final exam week.

Excel

- ▶ If you provide evidence that you have passed the Microsoft MOS Excel exam, you will be exempted from the Excel homework and exam and assigned a grade of 90% for all Excel elements.
- ▶ Business majors must pass the Microsoft Excel test to be admitted into the College of Business Administration. You may pass the Excel test in this course or afterward through the ACU Testing Center (118 Hardin Administration Building) for \$10. Email acutesting@acu.edu for an appointment.

Grades

- ▶ If you are majoring in business (i.e., accounting, financial management, information systems, management, or marketing), you must earn a course grade of "C" or higher. Business minors are not held to this requirement.

Harassment

- ▶ As a professor, one of my responsibilities is to help create a safe learning environment on our campus. I also have a mandatory reporting responsibility. It is my goal that you feel able to share information related to your life experiences in classroom discussions, in your written work, and in our one-on-one meetings. I will seek to keep the information you share private to the greatest extent possible. When I am not able to keep your information confidential, I only will share it with responsible administrators on campus who can provide you with services and resources. I am required to share with the Title IX Coordinator information regarding sexual misconduct or harassment, domestic violence, or stalking that you report to me. If you would prefer to share information in a confidential setting, I encourage you to speak with someone in the ACU Counseling Center (<https://www.acu.edu/about/offices/medical-center.html>). All of your options are available for review at: <https://www.acu.edu/community/offices/hr-finance/hr/title-ix/anti-harassment-policy.html>

Homework

- ▶ Late assignments will be graded and then discounted by an additional 30% of their full credit.

Integrity

- ▶ Academic integrity is defined as academic work completed as assigned for each class by the individual or group responsible for the work. Violations of academic integrity and other forms of cheating involve the intention to deceive, mislead, or misrepresent and therefore, are a form of lying. Such actions are contrary to behavioral norms that flow from the nature of God.
- ▶ Academic misconduct includes, but is not limited to, the following:
 - Failing to give credit to sources used in a work in an attempt to present the work as one's own;
 - Submitting papers or projects obtained from another source (e.g., research service or club paper file) as one's own;
 - Falsifying information orally or in writing, and
 - Receiving, giving, or using unauthorized aid on an examination or quiz.
- ▶ Academic misconduct may result in, but is not limited to, a zero on the assignment and/or an F in the course. Additionally, the department chair, dean of the College of Business Administration, and dean of Student Life will be notified. See the full university policy, including how to appeal a decision, at: <http://www.acu.edu/academics/provost/policies/index.html>



Daily Schedule

Date	Module	Topic	Read/Watch	Do
1/11 (M)	A	Get Ready!	Module A	Get Ready!
1/12 (T)	B	Get Set!	Module B	Get Set! Take Notes Study Time

Business Foundations				
1/13 (W)	C	Introducing business	Pod: Panera/Au Bon Pain	Introduce Yourself (Flipgrid)
1/14 (R)	C	Excel	LearnKey, Manage Work (1-3)	LearnKey, Manage Work (1-3)
1/17 (U)	C		Chapter 1	Packback
1/18 (M)		MLK Day – No Class		
1/20 (W)	C	Business purpose		
1/21 (R)	C	Excel	LearnKey, Manage Work (4-5)	LearnKey, Manage Work (4-5)
1/24 (U)	D		Chapter 2	Packback
1/25 (M)	C	Business environments		
1/27 (W)	D	Economics		
1/28 (R)	D	Excel	LearnKey, Manage Data Cells	LearnKey, Manage Data Cells
1/31 (U)	E		Chapter 3	Packback
2/1 (M)	D	Economics		
2/3 (W)	E	International business		
2/4 (R)	E	Excel	LearnKey, Manage Tables	LearnKey, Manage Tables
2/7 (U)	E		Chapter 4	Packback
2/8 (M)	E	US business history		Business Exploration Application
2/10 (W)	E	Ethics		Practice Quiz
2/11 (R)	E	Excel	LearnKey, Formulas	LearnKey, Formulas
2/14 (U)	F		Chapter 6	Packback
2/15 (M)	E	Exam 1		Exam 1 (bring device with working LockDown Browser)
2/17 (W)	F	Business forms		
2/8 (R)	F	Excel	LearnKey, Manage Charts	LearnKey, Manage Charts

Videos found in LinkedIn Learning—see Module A

Date	Module	Topic	Read/Watch	Do
Business Formation				
2/21 (U)	F		Chapter 7	Packback
2/22 (M)	F	Entrepreneurship		Panera/Au Bon Pain Application
2/24 (W)	F	Entrepreneurship		
2/25 (R)	F	Excel		GMetrix Practice Exam Schedule Your Excel Exam
2/28 (U)	F		Chapter 8 Video: Accounting Foundations	Packback
3/1 (M)	F	Careers		God Loves Cabinets Application
3/3 (W)	G	Accounting		
Business Functions				
3/7 (U)	G		Chapter 9 Video: Finance Foundations	Packback
3/8 (M)	Spring Break – No Class			
3/10 (W)				
3/12 (F)				
3/15 (M)	G	Careers		Career Application
3/17 (W)	G	Finance		
3/21 (U)	G		Chapter 10 Video: 5 Personal Finance Tips	Packback
3/22 (M)	G	Finance		Dayspring Application
3/24 (W)	G	Exam 2		Exam 2 (LockDown Browser)
3/28 (U)	H		Video: What Is Management? Video: Exploring Manager Roles Chapter 15	Packback
3/29 (M)	H	Marketing		Theology of Marketing Application
3/31 (M)	H	Marketing		
4/2 (F)	Good Friday – No Class			
4/5 (M)	H	Management		Driving Trust Application
4/7 (W)	H	Management		
4/11(U)	I		Chapters 16 & 17	Packback
4/12 (M)	H	Exam 3		Exam 3 (LockDown Browser)

Date	Module	Topic	Read/Watch	Do
4/14 (W)	I	Information Systems & Operations		
4/19 (M)	J	Faith at Work		
4/21 (W)	J	Course Conclusion		
4/26 (M)	J	Make-up exams		Make-up Exams
4/28 (W)		Entrepreneurship time		
4/30 (F)		Entrepreneurship time		
5/4 (T)	J	Comprehensive exam	Use previous review sheets plus notes from chapters 16 & 17	BUSA 120.02 (10:20 A.M. class): Tuesday, 10:00-11:45 A.M.
5/6 (R)				BUSA 120.01 (9:10 A.M. class): Thursday, 2:00-3:45 P.M.