



## **COURSE SYLLABUS**

Course: **WCOB 1111 Freshman Business Connection**

### **Course Description:**

Freshmen Business Connections is an introductory course designed to provide exposure to the different opportunities that a business degree can offer to your future. This course is also designed to acquaint you with other freshmen business students through common courses: WCOB 1111, Freshmen Business Connections; WCOB 1120, Computer Competency; WCOB 1012, Legal Environment of Business; and COMM 1313, Public Speaking. In addition, we will focus on personal development tools necessary to succeed in the Sam M. Walton College of Business and the University of Arkansas.

### **Course Objectives:**

Upon completion of this course, the student should:

- distinguish between various business majors;
- gain an understanding of career options and opportunities in business;
- apply personal development skills to include time management, stress management, financial planning, health and wellness, diversity, and team building;
- complete an academic plan;
- understand professionalism and ethical standards in the business profession;
- connect with other students, faculty, staff, and other resources and organizations within the Walton College and the University of Arkansas;
- be proficient in Microsoft programs and the Walton College computing facilities.

### **Grading Policy:**

Students will receive a grade of *A, B, C, D, or F* for Freshmen Business Connections equivalent to one hour of credit. Evaluation will occur in the following areas:

- 1) Completion of assigned exercises and classroom activities including developing and maintaining an academic plan. Assignments are due by Friday at 4:30pm each week.
- 2) Attendance.

Grading will be based on the following combinations of attendance and assignments:

- A - Student misses no more than 2 class meetings or 2 assignments
- B - Student misses no more than 4 class meetings or 4 assignments
- C - Student misses no more than 6 class meetings or 6 assignments
- D - Student misses no more than 8 class meetings or 8 assignments
- F - Student misses more than 8 class meetings or 8 assignments

Boston Bucks – students will have an opportunity to earn bonus points by gaining Boston Bucks throughout the semester. Boston Bucks are not intended to replace attendance and assignments, but may be incentives for personal development, connections and reward.

### **Attendance:**

Attendance is required. Journal assignments will be made on the basis of mentoring session activities, class discussion, required textbooks and guest speakers. It is important that students attend all classes to ensure the successful completion of this course. Interaction is valuable to make this class progress well. When you are absent, you cannot contribute to nor benefit from information.

### **Required Textbooks:**

Boston, K. and Hood, J. (2010). *Freshman Business Connections, Second Edition*. Dubuque, IA: Kendall/Hunt Publishing Company.  
University of Arkansas Catalog of Studies, 2012-2013

### **Cellular Phones and Texting:**

Out of respect for your instructor, your classmates and guest speakers, please turn off all cellular phones upon entering class. Students who text and/or make phone calls during class time will be considered absent and asked to leave. This practice should also be applied to all of your classes and other appropriate programs.

### **Academic Integrity:**

The University of Arkansas demands that all adhere to the rules of academic integrity. Please refer to your University Catalog for a complete discussion of academic integrity.

### **Equal Treatment for All**

The University Catalog reprints the Campus Council Statement on Discrimination. In the spring of 1983, the Campus Council adopted a statement on equal treatment, amended in fall 1991: "The Campus Council of the University of Arkansas, Fayetteville, *does not condone discriminatory treatment of students or staff on the basis of age, disability, ethnic origin, marital status, race, religious commitment, sex, or sexual orientation in any of the activities conducted on this campus. Members of the faculty are requested to be sensitive to this issue, when, for example, presenting lecture material, assigning seating within the classroom, selecting groups for laboratory experiments, and assigning student work. The University faculty, administration, and staff are committed to providing an equal educational opportunity to all students.*"

### **Inclement Weather Policy:**

Although the University prides itself on never closing, it has closed on occasion in the past. Unless the University is closed, I will make every effort to meet this class.

Please **note** that the university inclement weather policy applies to the staff but not to the students and faculty. If the public/tax school systems are closed, the university may remain open for classes and/or the inclement weather policy may be in force.

You can find out if the University is closed in one of the following ways:

- \* call 575-7000 for announcements about University closings.
- \* call University switchboard at 575-2000.
- \* listen to KUAF Radio, 91.3 and other radio stations.
- \* online, check the U of A website at [www.uark.edu](http://www.uark.edu)

## **Tentative Schedule:**

Week of August 20

Icebreakers/Introductions  
Time Management/Library

Week of August 27

Time Management  
WCOB 1120 Video

Week of September 3

Health and Wellness

Week of September 10

Ethics and Professionalism

Week of September 17

Academic Integrity  
**Walker Hall Auditorium**

Week of September 24

Diversity in the Workplace

Week of October 1

The Walton College Writing Center

**Walker Hall Auditorium**

Week of October 8

Research Interests

Week of October 15

Financial Management – Credit Counseling of Arkansas (CCOA)

**Walker Hall Auditorium**

Week of October 22

Preparing for your Academic Career

**Walker Hall Auditorium**

Week of October 29

Preparing for Your Academic Career - Registration

Week of November 5

Your Business Career

UA and Walton College Career Development Center

**Walker Hall Auditorium**

Week of November 12

Guest Business Executive

**Walker Hall Auditorium**

Week of November 19

Safety

Week of November 26

Turkey

Week of December 3

Wrap-up and Evaluations