

First Year Seminar

Session One: 8/24/09 through 10/9/09 Session Two: 10/12/09 through 12/1/09
THE BUSINESS ENTERPRISE - PSU 007
FALL 2009

INSTRUCTORS

Professors	Office	Homeroom	Phone	Email	Office Hours
Mr. Mark Bestoso	281G REDC	001 REDC	898-6258	mwb5@psu.edu	T 10:00 am – 2:00 pm
Mr. Randy Brown	229 REDC	205 REDC	898-6042	rcb22@psu.edu	MWF 9:00 am – 10:00 am MWF 11:00 am – 12:15 pm
Mr. Jerod Wilkerson	265 REDC	207 REDC	898-6268	jww16@psu.edu	M W 2:30 pm – 4:30 pm

Required Text:

No textbook is required: however, course packets MUST be downloaded and printed from the Black School of Business website. The packet is located under the “Special Events and Programs” link.

<http://www.pserie.psu.edu/academic/business/specevents/psu007studentpacket.pdf>

Course packets should be brought to every class meeting.

Course Description:

The First Year Seminar (FYS) is designed as an interdisciplinary introduction to the world of business and the Penn State Erie School of Business. A key objective of the FYS is to help students begin to answer some of the rudimentary questions applicable to operating any business. The course attempts to provide questions and exercises that will stimulate significant interaction among students both in and out of the classroom.

Course Features:

1. A case-based, active learning approach. Instructors will teach from a common teaching case featuring a small business (i.e. pizza shop).
2. Problem solving orientation. The course module presents a series of questions to the student teams. Students must use rudimentary tools of business analysis to complete the group exercises assigned to each team. The series of assignments confronted provide a realistic look at business operations and concerns of running a small business.

Course Objectives:

- Create an understanding of the multidisciplinary nature of business
- Provide an introduction to problem-solving techniques in business
- Expose students to working in teams at the collegiate level
- Encourage interaction with local business professionals
- Provide an introduction to School of Business expectations for oral and written presentations
- Emphasize the importance of career planning and learning assistance
- Provide an impetus for early training in computer and library skills
- Provide an opportunity to meet many of the business faculty at Penn State Erie

Course Content: YOUR Responsibilities

Quizzes: There will be eight (8) quizzes in the FYS. One of the quizzes will cover the components of this course to be sure that students have thoroughly read the syllabus. The remaining seven (7) quizzes cover the business topics presented in the FYS. Each of the quizzes will include multiple-choice, fill-in-the-blank, and/or true-false questions. The quizzes will be given during the class after the students have read the material on each business topic and *before* listening to a guest speaker on the topic. No re-takes will be offered on the quizzes. If students are absent and miss a quiz it will count as a “0.” One quiz score will be dropped. Please read the materials on each business topic, listen to the speakers in class, ask questions, and come PREPARED to the sessions.

Attendance: Attendance is mandatory. The FYS lasts only for one-half of the semester. Two (2) absences are allowed during this course. Consider these absences to be like “freebies.” You may miss class for any reason. These absences require no documentation or prior notification to the instructor. It is NOT necessary to call one of the instructors and explain why you will be absent. We suggest that you consider “banking” one or both of these “freebies” to be used later in the semester or if some emergency arises. If you have a university excused absence (athletic commitment, family emergency) we need to see documentation from your coach or the Student Affairs office. EACH ABSENCE BEYOND THE SECOND (2) WILL REDUCE YOUR FINAL GRADE BY 10 POINTS. Please note that attendance will be taken at the beginning of each class. If you are late for class it WILL count as an absence.

Group Project: This course will rely on some group work/activities for several reasons. First, group work serves as an alternative pedagogical method in which ideas are exchanged among peers. Second, it is a common practice in business to work in teams to resolve problems. Third, it allows students to share the demands of project work. Finally, it helps to strengthen students' interpersonal skills and communication skills. For this project, there will be approximately five (5) students per group.

This is the scenario for the FYS project:

The Thick Crust Pizza Shop

The Thick Crust Pizza Shop, a family-owned pizza shop, opened for business one year ago in Erie, PA. Since that time the owners have consistently lost money in the sale of their pizzas. The conversation among the owners of Thick Crust sounds like this:

“Oh no we’re overdrawn at the bank again. Yesterday we ran out of cheese, and when we got the order in today, there was nowhere to put it—the cooler is filled with anchovies and pineapple – which no one is buying. We don’t have what we need, and we’re loaded with stuff we can’t sell. Sales are still off what we projected when we opened this shop, and costs are through the roof. There’s no money, and we’re on COD with everybody. On top of that, we still owe the bank for the money we borrowed. We don’t even know where that money went.”

The owners of The Thick Crust have put a call into one of the local colleges to see if the School of Business could help them figure out what is wrong.

Requirements of Group Project:

1. *Group Guidelines:* Each team will be required to develop and submit group guidelines to their FYS instructor that will help the group function effectively over the course of the project. Group Guidelines must be type-written and no more than two (2) pages in length. Any

hand-written guidelines will receive zero (0) points. Be sure to follow the professionalism guidelines as outlined in "Additional Course Policies" later in this syllabus. Guidelines must be signed by EACH member of the team. The guidelines are due at the beginning of the class indicated in the schedule. The items to be included in the guidelines are outlined in the FYS course packet. Each team can earn up to 15 points for their guidelines.

2. *Team Exercises:* For each of the business topics that are presented in class there is a group exercise for the team to complete. Each exercise relates to the operating of The Thick Crust and what can be done to make the pizza shop more successful. Students are expected to begin working on these exercises outside of class with their team. Each student should complete every assignment individually, then bring it to the HR meeting for the group work session. Some time will be given during the homeroom sessions to finalize the group exercises. The group exercises will be used as components to the final group presentations. Copies of the exercises can be found in the Thick Crust Pizza Packet. All exercises (except for Accounting and Finance where you will be given a preprinted answer sheet) that are submitted must be typewritten and follow the professionalism guidelines as outlined in "Additional Course Policies" later in this syllabus. Due dates for these exercises are listed in the syllabus. Each assignment must include: printed names of each group member and the signature of each group member who contributed to or participated in the assignment. Any member whose signature does not appear on the document does not receive any credit for that assignment. Please keep all returned assignments until the end of the course and hand them in after the presentation at the end of the course.

Grading of the team exercises: Most assignments are worth 15 points. The individually completed assignment is worth 5, and the team submission is the other 10 points. Students who will be absent from the HR group work session should send in their work with a teammate to receive up to 3 of the 5 individual points.

Presentations: Each group will be required to make a formal presentation to class on The Thick Crust Pizza case. The presentation will make recommendations based on the group exercises that were completed during the 7 week session. Each group may earn up to 70 points for their final presentation.

- Presentations should be NO MORE THAN 15 minutes in length (including the airing of the commercial or advertisement). Groups will be given a one-minute reminder at the 14-minute mark. If the group is not finished in one minute, the instructor will stop the presentation and points will be deducted for exceeding the allotted time.
- The presentation must include PowerPoint slides. Copies of the PowerPoint slides must be submitted for evaluation, printed three (3) to a page as handouts. These are due ahead of the presentation, as indicated on the course schedule.
- **GROUPS SHOULD BE CREATIVE!** Remember you have been called on by the owners of The Thick Crust to help them turn their business into a successful operation!
- Professional business attire is expected. This means a suit coat and appropriate shoes for both men and women, plus a tie for the men. Cargo pants, jeans, boots, and sneakers are not acceptable, nor is clothing that is wrinkled, too tight, too sloppy, too short, or that shows too much skin. See Students Guide to "Professional Dressing" at the end of the Thick Crust Pizza packet. If you have questions regarding what is considered appropriate business attire, please see one of the instructors for clarification.
- The presentation grade will be based on the quality and substance of the presentation. See the Presentation Evaluation Form in the syllabus packet. Presentations will occur during the last two class dates of the session.

Grading Policy:

FYS Components	Points
Quizzes (7 best quizzes @ 10 points each)	70
On Time Completion of Team Guidelines and Group Exercise Grades	85
Individual Assignments	50
Presentation Draft	10
Presentation	70
TOTAL	285
Minus: Attendance adjustment	-10 points for every absence beyond 2.

A	≥ 92% of 285 Points
A-	= 90%-91% of 285 Points
B+	= 88%-89% of 285 Points
B	= 83%-87% of 285 Points
B-	= 80%-82% of 285 Points
C+	= 78%-79% of 285 Points
C	= 73%-77% of 285 Points
D	= 64%-72% of 285 Points
F	≤ 63% of 285 Points

Course Schedule

Session One: 8/24/09 through 10/9/09 Session Two: 10/12/09 through 12/1/09

Please note that this course meets 20 times over a 7 week period. All meetings are on Monday, Wednesday, and Friday. There are two types of class meetings: combined sessions and homeroom (HR) sessions. In the combined sessions all three sections of the FYS will meet together in 001 REDC. In the homeroom sessions, each section will meet in the classroom assigned (as indicated on your registration sheet) with the homeroom instructor. Please keep a copy of this schedule. It will help you to be in the correct place at the correct time.

Class No.	Class Date	Rm	Pre-Class Assignment	Class Topic	After-Class Assignment
1	8/24 10/12	001 REDC	<ul style="list-style-type: none"> Download course packet Read the Thick Crust Pizza Shop Information Packet introduction (pages 1-4) and review the FYS syllabus. Read Process Management material in course packet. 	<ul style="list-style-type: none"> Introduction to FYS Assign teams. Finding your advisor Process Management Review – Mr. Randy Brown Develop Process Management Guidelines. 	<ul style="list-style-type: none"> Review syllabus. Continue developing group guidelines
2	8/26 10/14	001 REDC	<ul style="list-style-type: none"> Read Academic Integrity material in packet. Review Course Schedule Continue development of Group Process Guidelines Go to: http://www.pserie.psu.edu/academic/business/index.htm and visit the web pages listed under the “Current Students” tab. 	<ul style="list-style-type: none"> Academic Integrity Learning Resource Center Online Research Tools (LIAS) High School. vs College Academics – Ruth Pfleuger Study Abroad - (10/15 only) Navigating the Black School of Business website Work on Process Management Guidelines. 	<ul style="list-style-type: none"> Prepare for Accounting quiz. Schedule appointment to meet with academic advisor or program chair.
3	8/28 10/16	001 REDC	<ul style="list-style-type: none"> Study the materials in The Thick Crust Pizza Shop packet on Accounting. Prepare for quiz. 	<ul style="list-style-type: none"> Quiz on Accounting. Accounting – Mr. Cary Chludzinski 	<ul style="list-style-type: none"> Begin working on Accounting group exercise.
4	8/31 10/19	001 REDC	<ul style="list-style-type: none"> Study the materials in The Thick Crust Pizza Shop packet on Marketing. Prepare for quiz. 	<ul style="list-style-type: none"> Quiz on Marketing. Marketing – Dr. Phylis Mansfield 	<ul style="list-style-type: none"> Complete Process Management Guidelines. Begin working on Marketing group exercise.
5	9/2 10/21	HR	<ul style="list-style-type: none"> Complete the Accounting and Marketing exercises <i>individually</i> to bring to class for grading. Review the syllabus carefully to prepare for quiz. 	<ul style="list-style-type: none"> Quiz on FYS course requirements and syllabus. Complete Accounting and Marketing exercises. 	<ul style="list-style-type: none"> Finalize Accounting and Marketing exercises. Finalize Process Management Guidelines

6	9/4 10/23	001 REDC	<ul style="list-style-type: none"> • Study the materials in The Thick Crust Pizza Shop packet on Operations. • Prepare for quiz. • Finalize group guidelines. 	<ul style="list-style-type: none"> • Quiz on Operations • Operations – Dr. Ray Venkataraman • Process Management Guidelines DUE. • SAP presentation 	<ul style="list-style-type: none"> • Begin working on Operations group exercise.
7	9/9 10/26	001 REDC		<ul style="list-style-type: none"> • Career Development Center – Ms. Mary Beth McCarthy • ROTC – Major Michael Dunlavey • Library Services – Ms. Patience Simmonds 	<ul style="list-style-type: none"> • Finalize Operations group exercise. • Complete Interest Inventory assignment.
8	9/11 10/28	HR	<ul style="list-style-type: none"> • Complete the Operations exercise <i>individually</i> to bring to class for grading. • Finalize Accounting and Marketing exercises. 	<ul style="list-style-type: none"> • Finalize Operations exercise. • Accounting and Marketing group exercises DUE. (Present Marketing in class before submitting) • Guidelines returned 	<ul style="list-style-type: none"> • Complete Operations exercise.
9	9/14 10/30	HR	<ul style="list-style-type: none"> • Go to: http://www.pserie.psu.edu/academic/business/advising/checksheets.htm. Print off two check sheets from majors that are of interest to you. Bring to class. • http://www.pserie.psu.edu/academic/business/advising/prequisites.htm Print off the list of prerequisites for BSOB courses • Finalize Operations group exercise. 	<ul style="list-style-type: none"> • Learning about the use of check sheets • Operations group exercise DUE. (Present in class before submitting) 	<ul style="list-style-type: none"> • Read the materials in The Thick Crust Pizza Shop packet on Mangt & MIS. • Prepare 4-year major requirements with prerequisites. • Get signature of academic advisor or program chair.
10	9/16 11/2	001 REDC	<ul style="list-style-type: none"> • Study the materials in The Thick Crust Pizza Shop packet on MIS. • Prepare for quiz. • Complete Interest Inventory assignment. 	<ul style="list-style-type: none"> • Quiz on MIS • MIS – Dr. Jerod Wilkerson • Interest Inventory assignment DUE. • Process Guidelines are due (re-submits) 	<ul style="list-style-type: none"> • Begin working on MIS group exercise. • Finalize Prerequisites assignment for next class.
11	9/18 11/4	001 REDC	<ul style="list-style-type: none"> • Study the materials in The Thick Crust Pizza Shop packet on Management. • Prepare for quiz 	<ul style="list-style-type: none"> • Quiz on Management; • Management -- Mr. Mark Bestoso • Credit Card Game 	<ul style="list-style-type: none"> • Begin working on Management group exercise.
12	9/21 11/6	HR	<ul style="list-style-type: none"> • Complete the Management and MIS exercises <i>individually</i> to bring to class for grading. 	<ul style="list-style-type: none"> • Finalize draft of group exercises for Management & MIS. • Four-year requirements w/ prereq's DUE. • Discussion of presentation req'ts 	<ul style="list-style-type: none"> • Complete Management & MIS exercises. • Read the materials in the packet on Finance • Begin presentation outline.

13	9/23 11/9	001 REDC	<ul style="list-style-type: none"> Finalize Management & MIS exercises. Study the materials in The Thick Crust Pizza Shop packet on Finance. Prepare for quiz. 	<ul style="list-style-type: none"> Management and MIS assignments DUE Quiz on Finance Finance – Ms. Kay Johnson 	<ul style="list-style-type: none"> Begin working on Finance group exercise.
14	9/25 11/11	001 REDC	<ul style="list-style-type: none"> Study the materials in The Thick Crust Pizza Shop packet on Economics. Prepare for quiz. Thoroughly plan final presentation. 	<ul style="list-style-type: none"> Quiz on Economics Economics -- Mr. Ed Miseta Junior Achievement – Gail Whitney 	<ul style="list-style-type: none"> Begin working on Economics group exercise.
	11/12	McGarvey Commons	<ul style="list-style-type: none"> Second Session Only 	<ul style="list-style-type: none"> Meet the Faculty Luncheon 	<ul style="list-style-type: none"> 12:15 – 1:00 p.m.
15	9/28 11/13	HR	<ul style="list-style-type: none"> Finalize presentation plan. Complete the Economics and Finance exercises <i>individually</i> to bring to class for grading. 	<ul style="list-style-type: none"> Complete Economics and Finance exercises. Complete draft of presentation. 	<ul style="list-style-type: none"> Create PowerPoint slides for presentation
	9/29	McGarvey Commons	<ul style="list-style-type: none"> First Session Only 	<ul style="list-style-type: none"> Meet the Faculty Luncheon 	<ul style="list-style-type: none"> 12:15 – 1:00 p.m.
16	9/30 11/16	001 REDC	<ul style="list-style-type: none"> Complete the Economics and Finance exercises. 	<ul style="list-style-type: none"> Economics and Finance exercises DUE. Personal Counseling Center - Susan Daley and staff. The MBA Program – Dr. Al Warner The Business Bridge – Mr. Randy Brown 	<ul style="list-style-type: none"> Refine PowerPoint slides for presentation
17	10/2 11/18	HR	<ul style="list-style-type: none"> Print PowerPoint slides for presentation (3/page) 	<ul style="list-style-type: none"> Submit Presentation draft and PowerPoint slides for presentation Practice presentation 	<ul style="list-style-type: none"> Work on presentation
18	10/5 11/20	HR	<ul style="list-style-type: none"> Finalize presentation. 	<ul style="list-style-type: none"> SRTes Final presentation consultation with instructor 	<ul style="list-style-type: none"> Continue perfecting presentation.
19	10/7 11/30	HR	<ul style="list-style-type: none"> Group Presentations to HR Class 		
20	10/9 12/1	HR	<ul style="list-style-type: none"> Group Presentations to HR Class 		

A message from the Learning Resource Center:

Writing tutoring is available in the Learning Resource Center, 203 Lilley Library.

Math tutoring is available in the Roche Annex (2nd floor Roche Hall).

Engineering tutoring is available in the REDC, room 240.

Tutoring for other subjects and study skills is offered by appointment. Stop in at the Learning Resource Center.

For more information go to: <http://pennstatebehrend.psu.edu/academic/lrc/tutor.htm>

Additional Course Policies:

1. *Late for Class:* Coming to class late is disruptive to the whole class. Students joining class after the session has started will be counted as ABSENT.
2. Any written course requirement must be submitted during class to receive credit for the assignment. Please note that **no assignments will be accepted late**. All assignments being submitted are group work. Be sure that a representative from your group will be in class with the final document to be submitted.
3. Any type-written course requirement that is submitted for evaluation should be of professional quality and devoid of misspelled words, typos, eraser marks, pencil corrections, grammatical errors, and so on. Students having problems with English, grammar, etc. are also encouraged to visit the Learning Assistance Center for assistance. Documents that are judged NOT to be of professional quality will have points deducted.
4. **Academic Integrity Policy (Policy 49-20):** This course will strictly adhere to the University policies regarding individual academic integrity. Academic integrity comes under two general headings: behavior toward the instructor and other students and general integrity. Violations of any section of Policy 49-20 is punishable by receiving a failing grade, suspension from class, or other actions as outlined in University policies. To review all aspects of this policy, you may visit the website at:
<http://www.pserie.psu.edu/faculty/academics/integrity.htm>
5. Cell phones must be turned off before entering class.
6. Students are asked to refrain from using any tobacco products (e.g. chewing tobacco) during class.
7. Students are expected to bring their syllabus and information packet to class every day.

Finally, the first responsibility you have in this course is to read the syllabus VERY CAREFULLY.

Career Development Center

The Career Development Center (CDC) can assist students with the process of career and life planning through a full range of programs and services. You may schedule appointments with the CDC staff to discuss issues including interests, skills, values, and goal setting, as well as how to find career information, internships, full-time jobs, and graduate schools. You are encouraged to utilize the services of the CDC every year from your first semester to graduation.

CDC Location: First Floor – Reed Building
CDC Phone: 898-6164
CDC Web Site: <http://pennstatebehrend.psu.edu/cdc>

Presentation Evaluation

Session: 12:20 pm 1:25 pm

Instructor: MWB RCB JWW

Group: _____

		<i>Poor</i>		<i>Acceptable – Good</i>		<i>Excellent</i>	
		1	2	3	4	5	6
Group: Content							
1.	Marketing – Advertising and Promotion recommendations						
2.	Operations Management – Layout/design						
3.	Management – Plans to solve employee-related problems						
4.	Finance/Accounting – Situational analysis and recommendations						
5.	MIS – Recommendations to streamline business and alleviate customer complaints						
Total of Group Content:							
		<i>Poor</i>		<i>Acceptable – Good</i>		<i>Excellent</i>	
		1	2	3	4	5	
Group: Delivery							
6.	Introduction <ul style="list-style-type: none"> Introduced topic in an interesting way Introduced group members 						
7.	Organization and flow <ul style="list-style-type: none"> Smooth transitions between members Speakers coordinated with slides 						
8.	Audio visual component <ul style="list-style-type: none"> Professional-looking slides <ul style="list-style-type: none"> No typos Consistent capitalization Professional slide scheme 						
9.	Group presentation was creative, polished, and well-practiced.						
Total of Group Delivery:							

Presentation Evaluation

Individual Issues

Scoring Scale: 1 – 5

- 1 = Poor
- 2-3 = Average
- 4-5 = Excellent

	Speaker #1	Speaker #2	Speaker #3	Speaker #4	Speaker #5
10. Appropriate Business Attire Note: Without jacket and/or tie = deduction of 1 point each. Condition of the attire is also noted.					
11. Delivery: Your enthusiasm and confidence					
12. Delivery: No reading from notes/Good eye contact					
13. Delivery: Pacing/Volume/Speed/Good grammar/No "umms," "likes, "ya knows."					
TOTAL INDIVIDUAL SCORE					
TOTAL GROUP CONTENT					
TOTAL GROUP DELIVERY					
FINAL SCORE: Total Possible = 70					

Circle Instructor: *Bestoso Brown Wilkerson*

Circle beginning time: 12:20 pm 1:25 pm

Name: _____

Group: _____

FIRST YEAR SEMINAR (PSU 007) REQUIREMENTS
FALL 2009

<u>Class Attendance</u> 2 absences permitted. 10 points deducted for each absence beyond 2.			<u>First Year Seminar Components</u>	Possible	Actual
Class No.	Present	Absent			
1			Accounting Quiz	10	
2			Marketing Quiz	10	
3			Operations Quiz	10	
4			Syllabus Quiz	10	
5			Management Quiz	10	
6			M I S Quiz	10	
7			Finance Quiz	10	
8			Economics Quiz	10	
9			<i>Subtotal:</i> <i>(Best 7 Scores)</i>	of 70	
10			On Time Completion of:		
11			a. Process Management Guidelines	15	
12			b. Accounting (5 ind.+10 group)	15	
13			c. Marketing (5 ind.+10 group)	15	
14			d. Operations (5 ind.+10 group)	15	
15			e. 4-Year Plan	5	
16			f. Management (5 ind.+10 group)	15	
17			g. M I S (5 ind.+10 group)	15	
18			h. Economics (5 ind.+10 group)	15	
19			i. Finance (5 ind.+10 group)	15	
20			j. Interest Inventory	10	
			k. Presentation Draft	10	
			l. Presentation	70	
			m. Class Involvement	X - Credit	
			<i>Subtotal:</i>	of 215	
Grading Scale:	A ≥ 92% of 285 Points		Attendance Adjustment <i>(10 points deducted for each absence beyond 2)</i>		
	A- = 90%-91% of 285 Points				
	B+ = 88%-89% of 285 Points				
	B = 83%-87% of 285 Points				
	B- = 80%-82% of 285 Points				
	C+ = 78%-79% of 285 Points				
	C = 73%-77% of 285 Points				
	D = 64%-72% of 285 Points				
	F ≤ 63% of 285 Points				
			<i>TOTAL:</i>	of 285	

