

BA 220: Special Topics in Business Administration

Fall 2024 | Section 732 | CRN 50574 | Web | 1st bi-term | August 19th – October 11th, 2024

Instructor: Heather Stuart (she, her)

Contact Info:

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270-745-5632

Office Hours: [By appointment](#)

Required Technology:

1. Computer with web browser and internet connection
2. [Microsoft/Word 365](#) or similar software
3. [Adobe Reader](#) or similar software
4. [Screenshot app or software](#)

Course Description

BA 220 is an introduction to programs and initiatives within the [Gordon Ford College of Business \(GFCB\)](#) and an exploration of college and university resources intended to enhance student success.

Learning Outcomes

Upon completion of this course, students will be able to:

1. Understand the process and procedures for university and college-specific student success services.
2. Apply basic personal growth skills to college and professional careers.
3. Identify basic business programming opportunities and occupational pathways.

How to Succeed in this Course

Check Blackboard and TopperMail. We'll use [Blackboard](#) to share course materials, communicate with each other, and submit assignments. There is no required textbook. Please submit all assignments within Blackboard (except for the email activity due August 23rd). To comply with [federal student privacy guidelines](#), I'll send all emails to your [TopperMail](#). I encourage you to check both Blackboard and TopperMail multiple times each week.

Submit assignments on time. Between 2-3 assignments are due every Friday at 8:00 p.m. I do not accept late work. This policy allows us to maintain the quick pace of the course and apply our learning to multiple topics. Furthermore, adhering to deadlines helps you develop your time management and professionalism skills. Please refer to the [Assignments and Grades section](#) for specific due dates. I encourage you to use a planner or calendar and submit assignments prior to the deadline so you may address any technical issues.

Complete your own work. Decades of educational research demonstrate that you'll learn the material better when you use your own words and ideas. Other business professors will expect you to understand concepts from this course. Plagiarizing, cheating, lying, and using the work of others will result in a failing grade, as described in the [WKU Student Handbook](#). Because assignments are highly personal and reflective, in this course academic dishonesty includes using artificial intelligence (AI) to generate your work.

Follow assignment instructions. Details are important. Pay close attention to the questions or prompts, word count requirements, formatting guidelines, and accepted file types. Remember, you only can earn points if I'm able to open your assignment within Blackboard.

Maintain open communication. I welcome questions! Please contact me at heather.stuart@wku.edu or 270-745-5632. I'm also available for [individual meetings](#) in Downing Student Union (DSU) or over Zoom. I encourage you to let me know in advance if you're experiencing challenges or barriers to your academic success. As a member of the Hilltopper Family, many offices and departments are available to support you. The [Campus Resources section](#) includes links with more information.

Treat everyone with respect. All of us are here to learn, including me. Courtesy, empathy, and honesty are crucial in both educational and professional environments. This culture of respect applies to your peers, instructors, and anyone you interact with during course assignments.

Campus Resources

WKU provides campus resources to support your academic and personal success. I strongly encourage you to take advantage of them! Click on each icon to learn more.



ITS Service Desk

Technology questions and support



TopperTech

Free laptop reservations



SARC

Accommodations for disabilities



The Learning Center

Tutoring for all courses



GFCB Tutoring Center

Tutoring for business courses



Writing Center

Writing conferences and feedback



Libraries

Research and citation support



CARES

Online success coaching



Career Development

Major, job, and career support



Counseling Center

Confidential, individual counseling



Health Services

Medical appointments



Food Pantry

Free food and toiletries



Center for Financial Success

Financial coaching



Legal Education Center

Legal information and referrals



Dean of Students

General support and advocacy

Assignments and Grades

Assignment	Points	Due Date
Syllabus Knowledge Check	6	August 23rd
Email Activity	12	August 23rd
Campus Resources Web Quest	12	August 30th
Academic Success Reflection	12	August 30th
Academic Advising Project	25	August 30th, September 20th
Career Exploration Project	25	September 6th
Career Readiness Reflection	12	September 13th
Handshake Profile	8	September 13th
Informational Interview Project	25	September 13th, October 11th
GFCB Majors Web Quest	12	September 20th
Resume Project	25	September 27th, October 11th
LinkedIn Profile	8	September 27th
Professional Skills Reflection	12	October 4th
DEI Knowledge Check	6	October 4th
Total Points	200	

There are 200 total points available in this course. I will calculate your final grade using the following scale.

A = 180-200 points = 90-100%

B = 160-179 points = 80-89%

C = 140-159 points = 70-79%

D = 120-139 points = 60-69%

F = 0-119 points = 0-59%

Syllabus Changes

We may change the syllabus due to extenuating circumstances. If revisions are necessary, I'll provide advance notice, send an email to your TopperMail, and post an updated syllabus to Blackboard.

WKU Policies

Regular and Substantive Interaction

The U.S. Department of Education requires that distance education courses must include regular and substantive interaction between students and faculty. For more information about Regular and Substantive Interaction at WKU, please visit the [Regular and Substantive Interaction in Online and Distance Learning webpage](#).

In this course, regular and substantive interaction will take place in the following ways:

- Weekly videos and announcements
- Question responses via email, phone, and office hours

- Timely and detailed feedback on assignments within one week of submission

ADA Accommodation

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, Room 1074. The SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from the Student Accessibility Resource Center.

Pregnant and Parenting Students

Western Kentucky University does not discriminate against any student or exclude any student from its educational programs or activities, including classes or extracurricular activities, on the basis of pregnancy and/or pregnancy-related conditions such as, but not limited to, childbirth, false pregnancy, termination of pregnancy, or recovery therefrom. Students who seek pregnancy or pregnancy-related accommodations should make their requests as soon as possible via WKU's [Title IX website](#) under the heading, "Pregnancy or Pregnancy-Related Conditions." Students can also contact the Title IX Coordinator, Ena Demir, via email at ena.demir@wku.edu or by phone at 270-745-6867 to request accommodations or seek assistance. We encourage students and faculty to work together to establish a plan that allows the student to complete the class and coursework without jeopardizing academic integrity and course standards. The Title IX Coordinator can help facilitate conversations between students and faculty regarding appropriate and reasonable accommodations.

If you are a WKU student and believe that you have experienced an incident(s) of discrimination or harassment based on pregnancy (or pregnancy related conditions or issues), please report it to the Title IX Coordinator via email at ena.demir@wku.edu or by phone at 270-745-6867.

Additional resources for pregnant and parenting students can be found on WKU's [Title IX website](#).

Title IX: Discrimination and Harassment

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's [Sex and Gender-Based Discrimination, Harassment, and Retaliation](#) (#0.2070) and [Discrimination and Harassment Policy](#) (#0.2040). Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Executive Director, Office of Institutional Equity/Title IX Coordinator, Ena Demir, 270-745-6867, or Title IX Investigators or Michael Crowe, 270-745-5429. Please note that while you may report an incident of sex/gender-based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and must report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's [Counseling Center](#) at 270-745-3159.