

Course Syllabus of GEB 3523 Spring 2020

General Course Information	
Course Number/CRN	GEB 3523/CRN 13480
Semester/Year	Spring 2020
Credit Hours	3
Course Title	Critical Thinking for Business
Description	<p>This course is designed to provide students a strong foundation in the critical thinking, problem solving, business report writing and information literacy to ensure that business students will be successful in obtaining high value employment positions and in achieving rapid career advancement. The course requires analysis of business case studies and creation of business reports.</p> <p>Additional Remark: This course may be very challenging and demanding and requires you to make conscious, persistent effort because acquisition of critical thinking and writing takes more time than acquisition of knowledge.</p>
Offering College/Department	Lutgert College of Business (LCOB)
Meeting Times/Location	<p>The class meets on Mondays, Wednesdays and Fridays 12:30 pm-1:20 pm at Lutgert Hall 2212.</p> <p>The final exam is May 1 (F): 10:00 am -12:15 pm at LH2212.</p>
Prerequisites	ENC 1101 with minimum grade of C and ENC 1102 with minimum grade of C
Course URL	http://canvas.fgcu.edu
Is this a DL Course?	No. This course is an on-campus course.
Instructor Information	
Instructor	Heidi Franz-Hoyt. The instructor of this course has a MA specializing in Organizational Communication and Leadership and teaches for the Department of Communication and Philosophy.
E-Mail Address	Heidi Franz-Hoyt: hfranz-hoyt@fgcu.edu
Phone Number	Heidi Franz-Hoyt: None. Write an email to hfranz-hoyt@fgcu.edu
Office Location	Heidi Franz-Hoyt: Lutgert Hall LH – 3364
Office Hours	Heidi Franz-Hoyt: Monday: 1:30 pm – 2:30 pm / TR 2:00 pm – 4:00 pm
Teaching Philosophy	In this course, students will work on case studies to improve their critical thinking skills, writing skills and information literacy skills. The instructor tries to create an environment where students understand the relevance of the skills with respect to their personal goals and career objectives.
<p>Important Note: All faculty members are required to use Canvas to confirm a student's attendance for each course by the end of the first week of classes. Failure to do so will result in a delay in the disbursement of your financial aid. The confirmation of attendance is required for all students, not only those receiving financial aid. Every student must complete a mandatory activity in Canvas during the first week, which is the “Mandatory Attendance Quiz” and “Student Code of Conduct Quiz” in this course.</p>	
Course Materials	
Required Materials	<p>Required Textbook: Critical Thinking in Business 2nd Edition by Bob Schoenberg (Publisher: Heuristic Books). ISBN-13: 978-1596300972. Available at Amazon.com. (NOT available at FGCU bookstore in previous semesters)</p> <p>Required Case Studies: Total of four Case studies used in class. Available from the following locations:</p> <ul style="list-style-type: none"> • Ivey Publishing <ul style="list-style-type: none"> ○ Course pack that contains the case note and <u>two cases</u> • Canvas <ul style="list-style-type: none"> ○ Other <u>two cases</u> are free from SAGE and they are available in Canvas <p>Required Software: Microsoft Office</p>

Course Policies and Other Policies

Grading Policy

Graded Learning Activities/Assignments in this course are:

- Class Attendance, Participation & In-Class Activities: 14 points (0.4 points for each class session from 2nd week. You can miss 6 class sessions without being penalized)
- In order to earn any credit for attendance, you must (1) sign in an attendance sheet **AND** (2) complete the required activities in each class session by their due time.
- The quality of the work done in each class session will be assessed to determine the attendance grade.
- Merely being in class and completing the required activities without any quality may result in a score less than the full credit.
- Case Reports and Check Lists: 28 points
 - Draft of Case Study #1 and 2 Check Lists: 3 points (Draft: 2 points & 2 Check Lists: 1 point)
 - Final Report of Case Study #1 and 2 Check Lists: 10 points (Report: 9 points & 2 Check Lists: 1 point)
 - Draft of Case Study #3 and 2 Check Lists: 5 points (Draft: 3 points & 2 Check Lists: 2 point)
 - Final Report of Case Study #3 and 2 Check Lists: 10 points (Report: 9 points & 2 Check Lists: 1 point)
- In-Class Business Email #1 and #2: 6 points (3 points each)
- Exams: 37 points.
 - In-Class Multiple-Choice Critical Thinking Exam 1: 3 points
 - In-Class Midterm Part 1 (Multiple-Choice Questions – Concepts & Terms): 5 points
 - Case Report of Midterm Part 2 and 2 Check Lists: 10 points (Report: 9 points & 2 Check Lists: 1 point)
 - In-Class Final Exam Part 1 (In-Class Multiple-Choice Critical Thinking Exam 2): 7 points
 - Final Exam Part 2 (Report of Case Study #4 and 2 Check Lists): 12 points
- 5 of 6 Critical Thinking Quizzes: 15 points (3 points each. The worst quiz score among the six quizzes will be dropped. You can take each quiz twice and the higher score of each quiz counts.)

Grading Policy: Grading Policy below will be strictly applied. (e.g. 69.99 will be a D+).

A: 90 points or above

B+: Less than 90 points – 87 points

B: Less than 87 points – 80 points

C+: Less than 80 points – 77 points

C: Less than 77 points – 70 points

D+: Less than 70 points – 67 points

D: Less than 67 points – 60 points

F: Less than 60 points

No extra credit or additional assignment:

Please be aware that FINAL GRADES FOR THIS COURSE ARE FINAL. No extra credit or additional assignments are available at the end of the course.

Turnitin.com:

Students who take this class must prepare electronic copies of some or all assignments to submit them to Turnitin.com for the detection of plagiarism. The University expects that all students will be evaluated and graded on their own work. If you use language, data or ideas from other sources, published or unpublished, you must take care to acknowledge and properly cite those sources. Failure to do so constitutes plagiarism. Papers that are submitted to Turnitin.com become part of the Turnitin.com student paper database solely for the purpose of detecting plagiarism.

Grading and Feedback:

- The instructor will try to grade assignments and provide feedback within one week although it is not guaranteed.
- Detailed grading criteria for homework assignments will be specified in their detailed instructions.

	<p>Hours You Are Expected to Spend for this Class:</p> <ul style="list-style-type: none"> - In general, full-time college students are expected to spend an average of 6 hours every week preparing and doing homework for each 3 credit hour course. Although you may not need to spend this many hours, depending on your background and study habits, you may not be able to finish homework assignments in 1 hour.
Attendance Policy	<ul style="list-style-type: none"> - Attendance is part of the course grade.
Other Policies	<p>Policy regarding assignment completion deadlines:</p> <ul style="list-style-type: none"> - No late assignments will be accepted for any reasons except for the authorized and excused absence specified in the university catalog. A student who seeks an authorized or excused absence must submit documentations (such as a physician's note) to the instructor. See the university catalog for more information. Canvas Assignment Drop-Boxes and others will disappear after the due dates. - "Dropped by the university for not paying the full tuition" is NOT a reason for the authorized and excused absence specified in the university catalog. - An emergency situation such as unavailability of or inaccessibility to Canvas (due to network problems) will be considered by the instructor case by case. - If you miss the deadline by a minute, email your work to the instructor immediately. <p>Policy regarding making up for missed assignments and exams:</p> <ul style="list-style-type: none"> - No make up for missed assignments or exams for any reasons except for the authorized and excused absence specified in the university catalog. A student who seeks an authorized or excused absence must submit documentations (such as a physician's note) to the instructor. See the university catalog for more information. - "Dropped by the university for not paying the full tuition" is NOT a reason for the authorized and excused absence specified in the university catalog. - An emergency situation such as unavailability of or inaccessibility to Canvas (due to network problems) will be considered by the instructor case by case. - If you miss the deadline by a minute, email your work to the instructor immediately. <p>Communication with Instructor:</p> <ul style="list-style-type: none"> - Canvas mail or FGCU EagleMail, in addition to class sessions, will be used as a primary method for communication. Check Canvas mail and EagleMail very frequently (everyday). - If you have a course-related question about class in general, homework assignments, exams, or other class related materials, or personal question, such as one about grades, use Canvas mail or EagleMail to email the instructor. The instructor will try to respond in 24 hours except for weekends. - Assignments, instructions, and other course information in Canvas are integral components of the course materials and are hereby incorporated as part of the course syllabus. <p>Policies regarding use of cell phones, PDAs, laptops, and other personal electronic devices</p> <ul style="list-style-type: none"> - They are prohibited unless the instructor permits it. <p>Policies regarding video and audio taping of class lectures</p> <ul style="list-style-type: none"> - Audio taping or video taping of the class lectures is not allowed – with the exception of any student that has a documented disability and the OAS determines the best reasonable accommodation for the student is to allow them to audio tape of video tape class lectures.
How to Contact Instructor	
<p>You may want to send an email message from your Canvas mail or EagleMail to my FGCU faculty email account, hfranz-hoyt@fgcu.edu.</p> <ul style="list-style-type: none"> - FGCU Spam filter may block your message from non-FGCU EagleMail account such as gmail. ---- Include the course number (GEB3523) in the subject line of the email because, otherwise, I may not recognize which course you are in. ---- Always include your name at the end of your message because, otherwise, I may not recognize who you are. ---- Do <u>NOT</u> include your UID. 	

Other than coming to see me during my office hours, if you need help, try email first.
The instructor may NOT read and respond your message during weekends.
Comments in Canvas assignments may NOT be received by the instructor in a timely manner. Do NOT use it for an urgent communication.

To Start the Course

- Carefully read this course syllabus.
- Activate your FGCU EagleMail Account (if you have not done this). Your FGCU EagleMail account MUST be activated to log in to Canvas. If you are a first time student, you will need your PIN and Eagle ID, both of which are assigned at registration.
 - If you don't know your PIN, you will need to go to the Registrar's office to retrieve it.
 - To activate your account, visit <http://icarus.fgcu.edu:8080/EagleMail/UpdateAccount.jsp?mode=activate>.
- Get the required textbook specified in the course syllabus.
- **Come to the class (Lutgert Hall 2212) on Jan 6 (M), 2020.**

Additional Information

- You need to feel comfortable with using Microsoft Word and Excel or similar products. If not, you may need to put extra effort to become comfortable to use them.
- Pay the full tuition or make sure your scholarship/financial aid has been received by the university before the payment deadline. If you don't pay the full tuition, the university will drop you from the roster. Then, you may not be able to log in Canvas and thus cannot complete assignments on time. You can NOT make up missed assignments for this reason.

University Statements

Academic Behavior Standards and Academic Dishonesty:

All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the Student Code of Conduct and Policies and Procedures sections. All students are expected to study this document which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at

<http://studentservices.fgcu.edu/judicialaffairs/new.html>. **A likely sanction of an academic dishonesty conduct is a failing grade (F) in the course.** Examples of misconduct violations include:

- submitting the work of another
- using unauthorized assistance
- use of unauthorized sources
- acquisition of tests or other academic material
- behavior prohibited by syllabus or instruction
- submitting previous work without approval
- preparing work for another student
- distributing intellectual property without authorization
- falsifying academic work
- plagiarism
- subverting the academic process
- attempting or assisting in an act of academic misconduct
- signing attendance sheet for another student
- make a fake excuse for missing attendance, assignment, and exam

University Nondiscrimination Statement

Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the

Office of Institutional Equity and Compliance (OIEC). The OIEC's phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

Disability Accommodations Services

Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university's guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

Student Observance of Religious Holidays

All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

Mental Health Statement

Counseling and Psychological Services (CAPS) provides free counseling and therapy services (including psychiatry) to all FGCU students. Please walk in to the second floor Howard Hall office any week day between 8:30 and 4:30 to schedule an initial contact appointment. Visit the CAPS website at www.fgcu.edu/caps for more information. CAPS offers a 24/7 Helpline at (239) 745-3277 (EARS).

Student Learning Outcomes	Evaluation & Assessment Methods
<p>1. Critical thinking and problem solving:</p> <ul style="list-style-type: none"> - Be familiar with case analysis approach (how to read cases) and enhance reading comprehension. - Be able to identify business problems and opportunities. - Be able to identify the main measurable outcome or goals that needs to be achieved. - Be able to identify and evaluate constraints and assumptions. - Be able to gather evidence and assess evidence validity. - Be able to apply analytical tools or methods - Be able to analyze and fairly interpret from multiple points of view. - Be able to identify and evaluate recommended actions (pros and cons) using and synthesizing the evidence. - Be able to show logical connections among problems/opportunities, goals, evidences and recommended actions. 	<p>In-class assignments, case reports, quizzes, and exams</p>
<p>2. Written communication – business report writing skills:</p> <ul style="list-style-type: none"> - Be able to individually write short concise business reports in appropriate formats. - Be able to present data and evidence in appropriate formats (table, charts, appendices, references, etc.). 	<p>In-class assignments, case reports, email assignments, and exams</p>

- Be able to write formal business emails.	
3. Information literacy:	In-class assignments, case reports, and exams
- Be able to identify evidence relevant to the topic.	
- Be able to separate opinions and conventional wisdom from objective evidence.	
- Be able to assess the credibility of the sources.	

Tentative Schedule (Subject to change)	
Dates	Topics, Reading Assignments, Exercises, HW
Jan 6	Syllabus, How to purchase Ivey Publishing cases, Introduce yourself, Mandatory Attendance Quizzes
Jan 8	Importance of QEP skills in Business, LCOB Writing Guidelines, Report Quality Check List, and Report Format, Quizzes, Exercise and Discussion
Jan 10	LCOB Writing Guidelines, Report Quality Check List, and Report Format, Business Exercise.
Jan 13	What is critical thinking & Assumptions (Read textbook pages 1-30). Stages of Critical Thinking, Elements of thought, Standards, Intellectual Traits, Quizzes (Read materials posted in Canvas)
Jan 15	In-Class Multiple-Choice Critical Thinking Test 1
Jan 17	PEAS Framework (Read the material posted in Canvas), How to read cases (Introductory Note on the Case Method in Ivey Coursepack), List of Information You May Need
Jan 20	No class (MLK Holiday Observed)
Jan 22	Critical Thinking Questions (Read textbook page 31-44)
Jan 24	Draft of Case 1 Report and Self Check Lists due at the beginning of the class. Proof-Reader Check List due at the end of the class.
Jan 27	Frames of References Read textbook page 45-76). Revise Title, Introduction, & Background section (Case 1)
Jan 29	Different ways of thinking (Read textbook page 77-116) Revise Problems (Opportunity) and Goals section (Case 1)
Jan 31	Information Literacy and Credible Sources. Revise Key Factors and Supporting Evidence section (Case 1)
Feb 3	Revise Key Factors and Supporting Evidences section (Case 1)
Feb 5	Revise Recommended Actions section (Case 1)
Feb 7	Revise Recommended Actions section (Case 1)
Feb 10	Draft #2 of Case 1 Report due at the beginning of the class & In-Class Proof Reader Quality Check due at the end of the class.
Feb 12	Formatting the report.
Feb 14	The Final Report of Case 1 and Self Check List are due at the end of the class.
Feb 17	Critical Thinking Quiz 1
Feb 19	Critical Thinking Quiz 2
Feb 21	How to write business emails, Business Email 1. Email 1 is due at the end of the class.
Feb 24	Review of Case 1 Report and review for Midterm Part 2 Case 2
Feb 26	Midterm Exam Part 1 Multiple Choice – Concepts & Terms
Feb 28	Review for Midterm Part 2 Case 2
Mar 9	Critical Thinking Quiz 3
Mar 11	Midterm Exam Part 2 Case 2 Draft due at the beginning of the class and In-Class Proof Reader Quality Check of Midterm Part 2 Case Draft due at the end of the class.
Mar 13	Midterm Exam Part 2 Case 2 Final Report and Case 2 Report Self Check List due at the end of the class.
Mar 16	Write Introduction, Background, Problem/ Opportunity & Goal sections (Draft of Case 3)
Mar 18	Write Key Factors and Supporting Evidence section (Draft of Case 3)
Mar 20	Write Recommended Actions section (Draft of Case 3)
Mar 23	Draft of Case 3 Report and Self Check Lists due at the beginning of the class. Proof-Reader Check List due at the end of the class.
Mar 25	Revise Draft of Case 3
Mar 27	Revise Draft of Case 3
Mar 30	Revise Draft of Case 3
Apr 1	Draft #2 of Case 3 Report due at the beginning of the class & In-Class Proof Reader Quality Check due at the end of the class.
Apr 3	The Final Report of Case 3 and Self Check List are due at the end of the class.

Apr 6	Critical Thinking Quiz 4
Apr 8	Critical Thinking Quiz 5
Apr 10	How to write business emails, Business Email 2. Email 2 is due at the end of the class.
Apr 13	Review of Case 3 Report and review for Final Exam Part 2 Case 4
Apr 15	Review for Final Exam Part 2
Apr 17	Review for Final Exam Part 2
Apr 20	Final Exam Part 2 Case 4 Draft due at the beginning of the class and In-Class Proof Reader Check List due at the end of the class.
Apr 22	Exam 2 Case Study Case 4 Final Report and Self Check List due at the end of the class.
Apr 24	Critical Thinking Quiz 6
Apr 27	Review for Final Exam Part 1
May 1	Exam 2 Part 1 Multiple Choice – Critical Thinking May 1 (F): 10:00 am - 12:15 pm

Last Day to Drop/Withdraw without Academic Penalty is 5:00pm, Friday, **March 27.**

-- The End --