

2D: Observe & Analyze 1

Julie Candio Sekel, MA, Adjunct Instructor [00:00:00] All right, everyone, please pass forward your responses to the homework exercise. So this first homework exercise asked you to review McDonald's good business report highlights from last year and this discussed their corporate social responsibility, or CSR. And what I asked you to do is to see how well this report aligned with the five benchmarks established by Forbes in the article, the five elements of the best CSR programs. So Forbes selected these five benchmarks. And this exercise should have been good practice for you in comparing the standards against a real organization's CSR. So I'm going to take a look at these and I'll return them next week. Yes, Brittany.

Brittany [00:01:00] Will these be graded because I wasn't sure if I understood everything, like business-based social purpose was kind of hard for me.

Julie Candio Sekel, MA [00:01:08] Okay, no, these are just pass/fail. They give you the opportunity to get some feedback from me and they also give me the opportunity to see how well you understand and can apply what you've read. There're actually a decent number of assignments in this class that are pass/fail and they don't receive a letter grade: these homework exercises, student instructor conferences, peer-review sessions, and journals. The assignments that are graded are the two short papers, the research paper, and the midterm and final exams. So if you're not sure whether an assignment is graded or not, you can always refer to the syllabus and the information's on there. I've created a wide variety of assessments in this course because I want to enable all types of learners to be successful. For example, the midterm and final exams test your knowledge of the information that you need to achieve the course learning outcomes. And if you can study well and you're a good test taker, then you're likely to do very well on these. In terms of the papers, these challenge you to strategically use outside research to solve problems that real businesses face. And if you like to write or research or problem-solve, then you are likely to do very well on these. Does anyone else have a question about the homework exercise? Yes.

Student [00:02:35] Yeah, so are we going to be discussing our responses or were they just to turn in?

[00:02:39] No, these are just to submit for individual feedback. And I do this for a couple reasons. The first is that I think it's very beneficial for you to get feedback from me that's tailored to your individual response. And the second reason is that we have so much material to cover over the course of 16 weeks in the semester, so our class time is mostly dedicated to making sure that you have all of the information that you need. Is there anything else on the homework? Okay, then let's move on. Something I like to do at the beginning of every semester is to have you set some goals for yourself. Goals help you to focus your energy and your efforts, and they keep you motivated. And, you know, all the best types of people and the most successful people in the business world set really, really good goals for themselves. So I also want to make sure that we can track your progress in achieving your goals, so I'll schedule some time throughout the semester so we can monitor their progress. All right. So what I want you to do now is to take out a piece of paper and a copy of the syllabus if you have it, or you can pull it up online. All right, so let's all write down three goals that we have for ourselves this semester. These could be anything, but if you're kind of unsure of where to start, feel free to take a look at the course learning outcomes on the syllabus, and that could be a good jumping off point for you. So I'll give you a couple of minutes to get this done. All right, so it looks like we're all just about finished. Who wants to share? Uh, yeah.

Student [00:04:38] Mine are to make sure I don't hand my assignments in late, to come to class prepared, and to get a final grade of an A.

Julie Candio Sekel, MA [00:04:43] Great! We should all be motivated to get that final grade of an A in this course, although the learning process is equally important as well. Who else wants to share? I think, yeah, Zach.

Zach, Student [00:04:55] Yeah, um, I also put to get an A, but I also wanted to make sure that I don't miss more than three classes and I learn how to cite my sources for my papers because I kind of messed that up last semester.

Julie Candio Sekel, MA [00:05:04] Yeah, okay, so all of those goals are possible if you work hard. I have a couple of suggestions for you too. Take a look at the class schedule that's on our syllabus at some point in time this week and see if there are any classes that you know that you'll have to miss so you can plan ahead for those absences. And in terms of citations, I would make sure that you write your citations notes in a separate notebook or a citation log. So any time you learn new information, write it in there and that'll be easier for you to retrieve throughout the course of the semester if you want to review them.

Zach [00:05:38] Yeah, it's a pretty good idea. Thank you.

Julie Candio Sekel, MA [00:05:40] All of your goals in this course are achievable if you work hard, manage your time well, and communicate with me regularly throughout the course of the semester. I mean, even if Intro to Business isn't your favorite course, I'm hoping to equip you with some transferable skills that you can use in your other courses or in your future career. Let's take Zach's example of APA citations. If you learn how to properly document your research, that's going to help you in your advanced business classes. And if you decide to publish research in the future, you can learn a lot from the content that's specific to this course too. Take, for example, corporate social responsibility from the homework exercises. I'm teaching you about corporate social responsibility because profits can only take a company so far. Ethics are important too. Learning about CSR will help you better understand the priorities of the companies that will employ you in the future. And it'll also help you to make more informed buying decisions if you care about what a company does for its community or how it treats its employees. I like to think that we're building more educated consumers here as we speak. Ooh, it looks like we spent a little more time on that than I had hoped, so I'm going to move into the lecture. I hope that everyone has a notebook open or you should be looking at your laptops now and take some notes.