



# Growing Together: Using IL within a First Year Business Course

**BUSINESS 101 is an elective one credit class for incoming Business Preference students.**

**It is taught by the Broad College of Business Undergraduate Academic Support Unit.**

## GOALS OF THE COURSE:

- Increase engagement with Broad student services
- Increase retention
- Demystify the competitive process of Broad COB admission
- Prepare students to apply to the program

UNDERGRAD ACADEMIC SUPPORT UNIT

BUS 101

INFO LIT

## PRESENTING THE COURSE

One librarian from the Gast Business Library served as **instructor of record** for one section of BUS 101 in the Fall 2017 semester. This highlighted **new considerations for instruction and pedagogy** that varied from a one-shot approach.

### PREPARATION

**Meet with other course instructors**

- Discuss course requirements & activities
  - ◆ Syllabus language
  - ◆ Activities Card
  - ◆ Service Project
  - ◆ "Preparing for Broad" session material
  - ◆ Strengths Finder assessment
- Advocate for library instruction

**Individual preparation**

- Build syllabus
- Set up D2L class page
- Schedule guest speakers
- Learn students' names

### IN THE CLASSROOM

Adjusting to the **different needs of a semester long course** was a big change for librarians. Special consideration needed to be made to ensure proper course:

- Structure
- Instructor/student expectations
- Classroom and time management

A **new component** that librarians had not considered was the **emotional labor** needed to work with the same students every week:

- Development of student-teacher relationships
- Questions and grading
- Student support

### When Things Go Wrong

- Assigned TA stopped working
  - ◆ Required more instructor time on smaller tasks, like attendance
- Service project completion hiccups
  - ◆ Students could not find projects or delayed finding projects
  - ◆ Many emails to students and on their behalf

## PRESENTING THE INFORMATION LITERACY SESSION

Librarians also visited other sections of BUS 101 as **guest speakers**, presenting a standard **one-shot IL session**.

- One librarian served as instruction coordinator for the BUS 101 sessions
  - ◆ Served as contact person for all scheduling requests
  - ◆ Asked for volunteers to teach each of the 10 IL sessions
  - ◆ Fellow librarians did help but the coordinating librarian still taught the majority of one-shot sessions due to scheduling conflicts

- Session theme: *Landing Your Dream Job: Using Company Research to Prepare*
  - ◆ Paired with a career research assignment, also usually timed around the Business Career Fair on campus

**Researching Companies**

Answer the following questions for the company below using [Marketline Advantage](#). linked under the Best Bets Company Information box of the BUS 101 Class Guide: <http://lib.msu.edu/best101>

Name of the Company: Under Armour, Inc.

Questions

1. Key facts  
Headquarters location:  
Website:  
Ticker symbol:  
Number of Employees:  
2. Company History  
Who founded the company? When did they?  
List 3 of the major contracts/agreements: UN

3. Key Employees (CEO/President/VPO)  
List three key employees, their job titles:

**BUS 101: Freshman Seminar for Business**  
Fall 2017, Section 004  
Thursday, 10:00-11:00am  
C104 Holmes Hall

**Lead Facilitator:**  
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**\*\*\*Office hours by Appointment\*\*\***

**Required Course Material**

- Strengths Finder 2.0: Tom Rath, 2007 (Gallup Press) ISBN: 978-1-55562-015-6
- Additional Readings – Provided to students on the first day of class via D2L/Canvas (D2L).

**Delivery Dates (D2L)**  
Required reading and assignment guidelines will be posted on D2L (<http://lib.msu.edu>) in addition, some assignments will be conducted and/or submitted via D2L.

**Course Description**  
This seminar is designed to assist students in the transition from high school to college while having more about The Broad College of Business and Michigan State University. The information on academic majors is provided at the Broad School and MSU. It provides by students selecting those majors, and offer opportunities for students to meet business professionals and become better acquainted with fellow students.

**Course Objectives**  
To introduce students to leadership competencies as a business leader, such as self-awareness, communication, personal/social responsibility, resilience, teamwork, and civic engagement.  
• To familiarize students to the connection between academic business program choices and business career paths.