# **Introduction to Business | BUS 101| 01**

The syllabus template is designed to meet Quality Matters (QM) and web page accessibility standards. The syllabus Navigation section allows you to have the ability to navigate the syllabi easily. Click on a topic, and the navigation will lead you to the specific topic to read. Word document: CTRL + click to follow the link.

# **Syllabus Navigation**

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# Course Information (class dates, location, hours, and credits) (QM 1.1, 1.2, 1.7)

**Course Title:** Introduction to Business

**Course Number:** BUS 101-01

**Class Credit:** Three (3)

**Semester:** Fall 2021

**Dates:**  August 30 – December 17, 2021

**Class Days:** Mondays & Wednesdays

**Class Time:** 11:00 a.m. – 12:20 p.m.

**Type of class:** Face-to-Face

**Prerequisites:** GSR 102 and 103

**Class Zoom:**  https://gallaudet.zoom.us/j/84312160330

**Class Zoom ID:** 815 1222 1633

# Instructor Information (QM 1.8)

**Instructor:** Hollie Fallstone

**Title:**  Senior Lecturer & Internship Coordinator

**Email Address:** [Hollie.Fallstone@gallaudet.edu](mailto:Hollie.Fallstone@gallaudet.edu)

**Phone number:** 202-250-2704

**Virtual Office:**  https://gallaudet.zoom.us/j/4928777584

**Office location:** EMG 216

**Office Hours:** T/W/TH 9:00 a.m. – 11:00 a.m. **Or** by an appointment

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# Course Description (QM 1.1)

This course surveys the fundamentals of business administration, including management, organizational behavior, marketing, economics, statistics, management information systems, accounting, finance, entrepreneurship, international business, and ethics & social responsibility. It is intended both for students who seek a one-time exposure to the business as well as those planning to major in a Department of Business program.

# Applied Experience (QM 1.2)

This course offers students the benefits when it comes to understand what business is all about and the business concepts.

# Course Materials: Textbook (s) and Instructional Materials (QM 4.1, 4.4, 4.5)

* Kelly, M. & Williams, C. (2018). BUSN11 (with BUSN Online, 1 term-6months Printed Access Card). Cengage learning. ISBN: 9781337407120 **(Paperback w/Access Card)**
* **OR**
* MindTap Introduction to Business, 1 term (6 Months) Printed Access Card for Kelly/Williams' BUSN Edition:11th. Cengage learning. ISBN:9781337911269 **(MindTap w/eBook)**
* **AND**
* BizCafe: The Business Essentials Simulation by Interpretative Simulations. [ Note: This is a web-based simulation that requires individual registration and a payment of $29.95]
* Computer with internet access for e-book, BizCafe simulation and Blackboard.



Figure Introduction to Business Textbook

* Additional articles and detailed instructions for assignments, as noted in the description of learning activities, will be posted on the GU blackboard learning management system.

# Technology Requirements (QM 1.5, 6.1, 6.2, 6.3)

To be able to function in this course successfully, students need:

1. Reliable internet access. If you are unable to have reliable internet access, you could see if GTS can assist you. Please see: <https://gallaudet.service-now.com/servicedesk?id=cf_kb_article&sys_id=3f6b27fedb6b8890f961e336489619a1>
2. Gallaudet email account, Blackboard account, and Bison account. If you have not set these up yet, please see <https://ssl.gallaudet.edu/passwordassistance/new_user_information.aspx>. Gallaudet email account is the primary account to use, so reconsider using Gallaudet email account. If you decide to use a private email account, make sure you have your Gallaudet email address set up automatically forward to your personal email account. It is your responsibility to make sure you receive emails. Access blackboard at my.gallaudet.edu, click on key links: quick access column and pick Blackboard, enter your GU username and password, and select course to access the material. If you require assistance with Blackboard, please get in touch with GTS putting in a helpdesk request. Students are expected to check Blackboard daily because we will rely heavily on Blackboard throughout the semester for this course. Announcements would be posted regularly, including course updates, course material, readings, discussions, online materials, syllabus, examinations, projects, case studies, etc. 556 Please check your email daily, including any announcements from Blackboard.
3. A computer that meets University's minimum computer requirements. Minimum requirements can be found at <https://www.gallaudet.edu/center-for-continuing-and-online-education/online-learning/computing-guidelines>

# **Technical Skills required (QM 1.6)**

Beginning the first week of the term, the instructor will assume that students are well acquainted with the Blackboard environment and have become proficient at the following:

1. Navigating and using Blackboard
2. Using email with attachments
3. Creating and submitting files using MS Word, MS Excel, MS PowerPoint
4. Downloading and installing software
5. Using Zoom
6. Using any other software (Kaltura, YouTube, QuickTime, Adobe, or another video editing software)
7. Using online libraries and databases to locate and gather appropriate information
8. Using online search tools for specific academic purposes, including the ability to use search criteria, keywords, and filters
9. Properly citing information sources

By the end of the first week of the term, all students should have resolved all technical issues with the GTS IT Service Desk and be ready to fulfill the requirements of the course.

# **Navigating the Course (QM 1.1, 1.2)**

This course set-up format will be according to the Face-to-Face known as Synchronous Learning model. However, if the University decides to change face-to-face to other options. The University, the School Director of School Five or/and the Department of Business Program Coordinator will communicate with us within the community. Synchronous is known as meeting face to face, and asynchronous is do classwork at your own pace following due deadline dates as posted in the Blackboard Ultra. Hybrid is attending face-to-face in person one day and online class on the second day of that week.

# **Course Student Learning Objectives (QM 2.1, 2.2, 2.3, 2.5)**

## Upon completion of the Introduction to Business course, learners will be able to:

* Analyze the external and internal environment of business.
* Explain the importance of business communication and compare, contrast, and choose effective communication channels.
* Describe the relationships of ethics, social responsibility, structure organizations, operations, and human resources within the business industry.
* Explain forms of ownership, involving the advantages and disadvantages.
* Explain the ownership and what it takes to be an entrepreneur.
* Explain integrity, ethics, and social responsibility as they relate to leadership and management.
* Develop an understanding of the marketing concept and the various elements of the marketing mix.
* Define the role of international business and the complexities of operating in a global environment.
* Discuss the role of accounting and financial information and the challenges business involved in the financial planning process.
* Explain and discuss how internet-based technologies have changed business-to-consumer and business-to-business commerce.

# **Program Student Learning Outcomes**

# Business Program Student Learning Outcomes

Graduates of the Bachelor of Science in Business Administration program will demonstrate competence and learning outcomes in the following six domains Under the [Business Program Student Learning Outcomes](https://www.gallaudet.edu/department-of-business/business-administration/student-learning-outcomes):

# Common Business Knowledge & Inquiry

* Communication
* Quantitative Reasoning & Technological Skills
* Critical Thinking & Problem Solving
* Global Dimension
* Ethics & Social Responsibility

# Gallaudet University Student Learning Outcomes (SLO)

[Student Learning Outcomes (SLO) and Assessment of Learning](https://www.gallaudet.edu/general-education/student-learning-outcomes/)

* Wellness
* Bilingualism
* Career Readiness
* Critical Thinking
* Digital Awareness
* Ethics
* Science Literacy
* Global Citizenship

[Final Business Program Student Learning Outcomes & Gallaudet Student Learning Outcomes (SLO)](https://docs.google.com/document/d/18QZzqSqVmM9oXNTM3gWMLJczTIg4vJHpXvKrSajTUqs/edit?usp=sharing) (click on the title to see the final SLO)

# **Grading System for This Course (QM 3.2)**

Table 1: The Department of Business Grading System

| Exceeding Standards | Meeting Standards | Approaching Standards | Not Yet Met Standards | Insufficient Evidence |
| --- | --- | --- | --- | --- |
| Excellent | Very Good | Good | Satisfactory | Unsatisfactory |
| 100 to 93 | 92 to 90 | 89 to 80 | 79 to 70 | 69 & under |
| A | A- | B+, B, B- | C+, C, C- | D, F |
|  |  | B+ 87% - 89% | C+ 77% - 79% | D+ 67% - 69% |
|  |  | B 83% - 86% | C 73% - 76% | D 60% - 66% |
|  |  | B- 80% - 82% | C- 70% - 72% |  |

# **Course Assessment & Grades**

| **Your task requirements to**  **meet this course requirements** | **Assessment** | **Percentage**  **of grade** |
| --- | --- | --- |
| Assignments & Discussion Board | Formative Assessment | 20% |
| Quizzes & Attendance & Participation | Formative Assessment | 15% |
| Individual project (s) | Formative Assessment | 10% |
| Team Project | Formative & Summative Assessment | 15% |
| Examinations (6 exams @5% each) | Summative Assessment | 30% |
| Final Exam | Summative Assessment | 10% |
| Total percentage |  | 100% |

## Assignments

The assignments and the discussion board are based on twenty percent (20%) of the overall grade. The assignments will be based on the readings from each chapter. The discussion board also will be based on the readings and any topics related to Introduction to Business. Some of the assignments will require to be in video format as this is where you will be allowed to build technology skills while learning about the topic.

The discussion board responses must be submitted as expected by the due date because they are part of instructional hours and impact the team's learning. We cannot be behind with the discussion board as this will impact the team's learning process through the semester if the discussion board discussion isn't completed.

Please post **ALL** of the assignments on Blackboard. If the Blackboard is unavailable, please email assignments to me at the email address provided at the top of the syllabus.

To support students' learning experience through the course, if the student receives lower than 73%, they will have the option to doing only one re-do assignment with the consultation with the instructor no later than Wednesday, December 1, 2021, before 5 p.m.

## Flex Due Dates

There are four Flex due dates. There is a final cut-off at the end of every fourth week to turn in any late assignments. Please take the responsibility to complete your assignments on time and use this flexibility only if you cannot complete them due to illness, unexpected circumstances, or happen to have a very heavy week of school load to manage for a specific week. This does not include quizzes, exams, and the final exam.

* You will receive one extra point if the assignment is turned in on the actual due date and time deadline.
* If any assignments are not turned in by the flex due date will receive a grade of zero.
* The first end of the fourth-week flex final due date is Tuesday, September 22, 2021, before 11:59 p.m. for the assignments between August 31, 2021, and September 21, 2021.
* The second end of the fourth week's final due date is on Wednesday, October 20, 2021, before 11:59 p.m. for the assignments between September 24, 2021, to October 19, 2021.
* The third end of the fourth week's final due date is on Wednesday, November 10, 2021, before 11:59 p.m. for the assignments between October 22, 2021, to November 9, 2021.
* The fourth end of the fourth week's final due date is Friday, December 3, 2021, before 11:59 p.m. for the assignments between November 12, 2021, to December 3, 2021.
* During the fourth flex period, no flex assignments will be accepted for a grade after the final flex due date on Friday, December 3, 2021. The rationale for this is that the professor needs time to grade all assignments, projects, exams, final exams and do final grading to submit the final grades on time to the Registrar's office.

## Quizzes & Participation

The quizzes, attendance, and participation category are ten percent (10%) of the overall grade.

### **Quizzes**

Each chapter quiz will be taken online. The quiz question would be based on the topic, according to discussions, or based on chapter readings. There will be three attempts to take the quiz, and the score will be based on the highest score taken. There will be no makeup quizzes. The purpose of these quizzes is to help keep you on track and meet the chapter learning objectives.

Expected Study Time for each quiz: 1-2 hours & Expected taking each quiz: 30 minutes – 1 hour

### **Participation**

Why is participation important? The rationale is that each class session is designed for interaction and collaboration, so this class is a highly interactive course. This means that this will involve class/application activities, exercises, small group discussion, and other learning activities that support the learning objectives of this class. This means your preparation involving participation requires completing the reading assignments, prior preparation, interaction, collaboration, attention, effective listening, good questions, and the ability to make connections with other knowledge and experiences. It means addressing other students, not just the instructor. It doesn't mean taking all the time or just restating what was in the assigned reading. The commitment to attending is identified as a skill & earned responsibility that is valued in the workplace.

All of you have valuable insights and experiences that can enrich the learning context of the class. Points earned are attendance-based only and cannot be made up. The attendance points are assigned at the beginning of the semester with 100 points. There are a total of 28 classes. The assignment submission grade is separate from the attendance & participation grade. The points will be deducted for any missed class, including presentation and debate sessions. Each class is worth three points each. Each event involving a guest speaker is worth 6 points. The Peregrine Exam attendance is worth 4 points. The BizCafe Presentation attendance is worth 10 points each day, with a total of 20 points. The exam (s) and the final exams attendance are worth 2 points each with 14 points. \*\* The first day of class on 8/30 does not have any points.

Students are required to attend each class. However, if the student needs to miss any class through the semester can have up to two absences with prior approval. The excused absences will also be approved in compliance with the University's COVID policy. Students will not be permitted to make up quizzes missed since the quizzes are released early and have a due date. The assignment submission grade is separate from the attendance & participation grade. There will be no points given for any missed class and will be marked as zero in the semester's overall attendance points.

Three (3) tardiness based on being late for class after 15 minutes and leaving the class 10 minutes before class ends equals one absence, and more than two absences lead to a grade drop from your current grade. A total of five unexcused absences equals a grade of F. Out of respect for yourself and your classmates, please be prompt to class and stay until the class is over except for excused emergencies. Please come to the class ready to work with your classmates and be involved in the learning process!

## Individual Project

The individual project is 10% grade-based. Two projects will be assigned during the semester. Details regarding to the project and rubrics will be provided in the Blackboard folder. Further information will be shared during class.

* **Project #1: Why Business?**

The topic of this paper is about your business interests. What areas covered by Business 101 interest you the most? What jobs or roles are most related to your areas of interest? Why would you be successful in these areas of interest? What skills or abilities do you need to improve on?

Expected time on this project: 1-2 hours

* **Project #2: Business Analysis**

Further information will be shared via the Blackboard Ultra course.

Expected time on this project: 2-3 hours

## Team Project

The BizCafe Team Project is fifteen percent (15%) grade-based. The BizCafe project gives the student an opportunity to learn the fundamentals of business. The students will experience similar scenarios of real-world challenges in the business world managing different functions of the business of accounting, finance, marketing, staffing, operations, managing day to day operations, and distribution and pricing.

Access to the Simulation:

BizCafe simulation can be found on the web at <http://www.interpretive.com>. Students registered for this course will be emailed access instructions using your Gallaudet email address. The cost of the simulation is $29.99 and can be paid online. All students must be registered for the simulation before Wednesday, September 15, 2021 @ 11:59 p.m. ET.

Detailed assignments, including rubrics and grading guidelines, will be provided during class time and post in the Blackboard BizCafe simulation module folder.

## Exams

The examinations are worth thirty percent (30%) together with the overall grade. Each exam is worth five percent (5%). The six examinations are designed to test your knowledge and grasp of the topics covered in the class throughout the entire semester. The exams will cover three chapters of the Textbook. The examinations will be based on topics covered in chapter quizzes and will consist of vocabulary words, short answers, and multiple-choice questions.

The expected study time for each exam is 2-3 hours each. (Total of 12-18 hours based on six exams)

The final examination is worth ten percent (10%) of the overall grade. The final exam is based on cumulative of chapter 1 to 17 and personal finance appendix and will consit of vocabulary words, multiple-choice questions, and short answers.

# Grades & Assignments in general

All course work is posted on the Blackboard Ultra Learning Management System using Word document format unless it requires PowerPoint slides or another program format.

No google drive links will be accepted because the link needs access permission, which prevents me from reading, reviewing, and correcting your completed assignments for grading. If any google drive assignments are submitted, they will receive a grade of zero.

If you have any concerns about your grade for any specific submission after being graded, you have seven (7) days from the grade submission to request a review. After the seventh day from the grade submission ends, the grade becomes final.

\*\* All Deadlines for all the course work are due at 11:59 p.m. based on the identified day and date and according to Eastern Standard Time, including the flex due date (s). The weekly agenda posted in the Blackboard Ultra course under the weekly module folder mentions all the specific details regarding due date information.

# Course Schedule

The schedule shows what will be happening each week.

| **Week** | **Day** | **Month** | **Date** | **Content** | **Assignment** |
| --- | --- | --- | --- | --- | --- |
| 1 | Mon. | Aug. | 30 | Introductions & Class Activity \*Order book for the class | * Check Blackboard Week 1 folder regarding to the textbook/e-book order. |
| 1 | Wed. | Sept. | 1 | Syllabus discussion & semester overview and DOB student code of conduct | Check Blackboard Week 1 Folder |
| 2 | Mon. | Sept. | 6 | Labor Day Holiday: No Class | Check Blackboard Week 2 Folder  * Note: Last day to DROP course 9/3 |
| 2 | Wed. | Sept. | 8 | Peregrine Exam **\*\* Required class participation** | Check Blackboard Week 2 Folder |
| 3 | Mon. | Sept. | 13 | Chapter 1: Business Now: Change is the Only Constant Discuss Ind. Project #1 & #2 | Check Blackboard Week 3 folder |
| 3 | Wed. | Sept. | 15 | Chapter 2: Economics: The Framework for Business | Check Blackboard Week 3 folder |
| 4 | Mon. | Sept. | 20 | Chapter 3: The World Marketplace: Business without Borders Biz Café Team Project Discussion | Check Blackboard Week 4 folder |
| 4 | Wed. | Sept. | 22 | Exam #1: Chapter 1-3 | Check Blackboard Week 4 folder |
| 5 | Mon. | Sept. | 27 | Chapter 4: Business Ethics and Social Responsibility: Doing Well by Doing Good | Check Blackboard Week 5 folder |
| 5 | Wed. | Sept. | 29 | Chapter 5: Business Communication: Creating and Delivering Messages that MatterProject #1 due Sunday, October 3, 2021 | Check Blackboard Week 5 folder  * Final payment for Fall 2021 charges due on 10/1 |
| 6 | Mon. | Oct. | 4 | Chapter 6: Business Formation: Choosing the Form That Fits | Check Blackboard Week 6 folder |
| 6 | Wed. | Oct. | 6 | Exam #2: Chapter 4-6 | Check Blackboard Week 6 folder |
| 7 | Mon. | Oct. | 11 | Chapter 7: Small Business and Entrepreneurship: Economic Rocket Fuel | Check Blackboard Week 7 folderMid Term Week |
| 7 | Wed. | Oct. | 13 | Chapter 8: Accounting: Decision Making by the Numbers BizCafe Team Project | Check Blackboard Week 7 folderMid Term Week |
| 8 | Mon. | Oct. | 18 | Chapter 9: Finance: Acquiring and Using Funds to Maximize Value | Check Blackboard Week 8 folder  * Mid Term grades due to Registrar's office on 10/18 |
| 8 | Wed. | Oct. | 20 | Exam #3: 7-9 | Check Blackboard Week 8 folder |
| 9 | Mon. | Oct. | 25 | Chapter 10: Financial markets: Allocating Financial Resources | Check Blackboard Week 9 folder  * Last day to withdraw with WD on 10/26 |
| 9 | Wed. | Oct. | 27 | Chapter 11: Marketing: Building Profitable Customer Connections BizCafe Team Project | Check Blackboard Week 9 folder |
| 10 | Mon. | Nov. | 1 | Chapter 12: Production and Promotion: Creating and Communicating Value | Check Blackboard Week 10 folder |
| 10 | Wed. | Nov. | 3 | Exam #4: 10 - 12 | Check Blackboard Week 10 folder |
| 11 | Mon. | Nov. | 8 | Chapter 13: Distribution and Pricing: Right Product, Right Person, Right Place, Right Price Project #2 due Sunday, November 7, 2021 | Check Blackboard Week 11 folder  * Course registration begins for Spring 2022 on 11/8 |
| 11 | Wed. | Nov. | 10 | Chapter 14: Management, Motivation, and Leadership: Bringing Business to Life BizCafe Team Project | Check Blackboard Week 11 folder |
| 12 | Mon. | Nov. | 15 | Chapter 15: Human Resources Management: Building a Top-Quality Workforce | Check Blackboard Week 13 folder  * Course Registration begins for Fall 2021 |
| 12 | Wed. | Nov. | 17 | Exam #5 : Chapters 13-15 | Check Blackboard Week 13 folder |
| 13 | Mon. | Nov. | 22 | Fall Break | * Enjoy your Fall Break |
| 13 | Wed. | Nov. | 24 | Fall Break | * Enjoy your Fall Break |
| 14 | Mon. | Nov. | 29 | Chapter 16: Managing Information and Technology: Finding New Ways to Learn and Link | Check Blackboard Week 14 folder |
| 14 | Wed. | Dec. | 1 | Chapter 17: Operation Management: Putting It All Together Complete the BizCafe Project by Sun 12/5 | Check Blackboard Week 14 folder |
| 15 | Mon. | Dec. | 6 | Chapter: Personal Finance AppendixBizCafe Presentation Day | Check Blackboard Week 15 folder |
| 15 | Wed. | Dec. | 8 | BizCafe Presentation Day & Course Wrap up | Check Blackboard Week 15 folder |
| 16 | Mon. | Dec. | 13 | Exam #6 covering 16-17 and Personal Finance Appendix | Check Blackboard Week 16 folderLast Day of Class on 12/13 |
| 16 | Wed. | Dec. | 15 | Final Exam Period: Wed, December 15 to Friday, December 17 **\*Final Exam date: TBA** | Check Blackboard Week 16 folder  * All residence halls close at noon and winter break begins on 12/19 |

# Credit Hour Compliance (QM 1.4)

This course earns three (3) credits; therefore, we will meet for at least 3 hours of instructional time per week, and students are expected to spend at least 6 hours on outside-of-class preparation (e.g., readings, viewings, and assignments) per week. Note that these time allotments are **minimums**, not maximums.

| **Credit hours earned** | **Instructional Time** | **Assignments** | **Total** |
| --- | --- | --- | --- |
| 3 | 37.5 – 45 hours | 76.5 – 90 hours | 112.5– 135 hours |

# Syllabus Change Statement

At times, topics shown in this syllabus may be taught in a different sequence, new topics added, and others adjusted. This will ensure the relevancy of the course and enhance your learning. Please be prepared to be flexible and adjust as this class evolves. All assignments and specifics are noted on the board at the start of each class. All notifications of changes will be done through Blackboard announcements and emails.

# Structure of this Course

This course is structured based on four learning units, which mostly follow the chapter structure of our textbook, Business Ethics: Ethical Decision Making and Cases. The textbook contains a total of twelve (12) chapters). The work you will be doing may be more than six hours a week. The grade will be based on the quality of the work showing the evidence of content knowledge, not just based on the number of hours.

# [Course General Information](https://docs.google.com/document/d/1TWp-LvRBDpWiL3dNvgemZubBHW0LPav2/edit?usp=sharing&ouid=102158569848927702792&rtpof=true&sd=true) (Click on the topic for information)

Please read the course's general information as there are a lot of essential categories which includes: communication, anti-oppression, and respectful dialogue, Bilingual commitment, diversity statement, food & drink, face-to-face, and online etiquette, attire and background environment, professional adherence, zoom expectations, and zoom meeting.

# [University Services](https://docs.google.com/document/d/1HhkBeC7llNb_7XCVB_iWD9ksfWhMmD5W/edit?usp=sharing&ouid=102158569848927702792&rtpof=true&sd=true) (Click on the topic for information)

The University services categories describe what kind of services Gallaudet University offers students. Services include academic calendar, final exam schedule, counseling & psychological services, equity & Diversity and Inclusion, Financial Aid, Library Services, Navigate, The Ombuds Office, Student success coaching, the ALL Star program, and more. It is essential to review the university services anytime as needed.

# [University Policies](https://docs.google.com/document/d/1UlZBGsGxRwYMrXuWJF31r4ply-6jCIyJ/edit?usp=sharing&ouid=102158569848927702792&rtpof=true&sd=true) (Click on the topic for information)

The University policies categories describe what kind of policy expectations there are and expect everyone to adhere with. Policies include Academic Integrity & Department of Business Student Code of Conduct, American Disabilities Act (ADA), Class cancellation or university closing, COVID procedures and expectations, Incomplete grades, religious observance policy, and undergraduate policies.