



**MGMT 1120 Introduction to Business**  
**COURSE SYLLABUS**  
**Online**  
**Fall Semester 2018**

**COURSE INFORMATION**

Credit Hours/Minutes: 3/2250

Campus/Class Location: Georgia Virtual Technical Connect (GVTC)/Blackboard

Class Meets: Via Internet for 15 weeks

CRN: 20005

Preferred Method of Contact: [tjernigan@southeasterntech.edu](mailto:tjernigan@southeasterntech.edu)

**INSTRUCTOR CONTACT INFORMATION**

Instructor Name: Tina Jernigan

Office Location: 807

Office Hours: 2:00-4:30 p.m. Monday-Thursday or via appointment

Email Address: [tjernigan@southeasterntech.edu](mailto:tjernigan@southeasterntech.edu)

Phone: (912) 538-3123

Fax Number: (912) 538-3106

**REQUIRED TEXT**

Cengage Unlimited Printed Access Card

Semester Access (4 months) ISBN: 978-0-357-70003-7. You can also purchase the one year or two year access card if you wish to do so. The Cengage Unlimited Printed Access Card is available at the Southeastern Technical College Bookstore [stcbookstore@southeasterntech.edu](mailto:stcbookstore@southeasterntech.edu), 912-538-3129 or online.

If you do not choose to purchase the Cengage Unlimited Printed Access Card, the book information is BUSN 8 Introduction to Business, Kelly/Williams, CENGAGE Publishing, 2016, ISBN: 9781285775296.



**REQUIRED SUPPLIES & SOFTWARE**

Students will be required to use Microsoft Word 2016 for this class. Try not to use an older version. If you do, do not use one older than 2013.

Note: Although students can use their smart phones and tablets to access their online course(s), exams, discussions, assignments, and other graded activities should be performed on a personal computer. Neither Blackboard nor GVTC provide technical support for issues relating to the use of a smart phone or tablet so students are advised to not rely on these devices to take an online course.

## COURSE DESCRIPTION

This course is designed to provide the student with an overview of the functions of business in the market system. The student will gain an understanding of the numerous decisions that must be made by managers and owners of businesses.

## MAJOR COURSE COMPETENCIES

Topics include the market system, the role of supply and demand, financial management, legal issues in business, employee relations, and marketing.

## PREREQUISITE(S)

None

## COURSE OUTLINE

1. Market System
2. The Role of Supply and Demand
3. Financial Management
4. Legal Issues in Business
5. Employee Relations
6. Marketing

## GENERAL EDUCATION CORE COMPETENCIES

STC has identified the following general education core competencies that graduates will attain:

1. The ability to utilize standard written English.
2. The ability to solve practical mathematical problems.
3. The ability to read, analyze, and interpret information.

## STUDENT REQUIREMENTS (ONLINE)

Assigned work must be created in Microsoft Word 2016, saved, uploaded, and attached for grading in Blackboard. A grade of zero will be assigned for any work not submitted. No make-up or late work is allowed for this class. **All tests and assignments are due at midnight on Monday of each week.** Students are expected to communicate frequently through college email and discussion boards. College email is accessed at <https://portal.office.com>, under Quick links on our webpage, or in the menu of our Blackboard course. Books are required on the first day of the semester.

## ONLINE ATTENDANCE

It is the student's responsibility to be academically engaged each week doing course related activities. The completion dates of these activities will be used to determine a student's last date of attendance in the event a student withdraws, stops attending, or receives an "F" (Failing 0-59) in a course. Students will not be withdrawn by an instructor for attendance; however, all instructors will keep records of graded assignments and student participation in course activities. Students will be expected to complete all work required by the

instructor as described in the individual course syllabus. Students will have at least one week to complete tests and assignments. All tests and assignments are due at midnight on Monday of each week. Exceptions to the due dates of assignments due to jury duty, military duty, court duty, or required job training will be made at the discretion of the instructor.

### **SPECIAL NEEDS**

Students with disabilities who believe that they may need accommodations in this class based on the impact of a disability are encouraged to contact Helen Thomas, 912-538-3126, [hthomas@southeasterntech.edu](mailto:hthomas@southeasterntech.edu), to coordinate reasonable accommodations.

### **SPECIFIC ABSENCES**

Provisions for Instructional Time missed because of documented absences due to jury duty, military duty, court duty, or required job training will be made at the discretion of the instructor.

### **PREGNANCY**

Southeastern Technical College does not discriminate on the basis of pregnancy. However, we can offer accommodations to students who are pregnant that need special consideration to successfully complete the course. If you think you will need accommodations due to pregnancy, please advise me and make appropriate arrangements with Helen Thomas, 912-538-3126, [hthomas@southeasterntech.edu](mailto:hthomas@southeasterntech.edu).

### **WITHDRAWAL PROCEDURE**

Students wishing to officially withdraw from a course(s) or all courses after the drop/add period and prior to the 65% point of the term in which student is enrolled (date will be posted on the school calendar) must speak with a Career Counselor in Student Affairs and complete a Student Withdrawal Form. A grade of "W" is assigned for the course(s) when the student completes the withdrawal form.

Important – Student-initiated withdrawals are not allowed after the 65% point. After the 65% point of the term in which student is enrolled, the student has earned the right to a letter grade and will receive a grade for the course. Please note: Abandoning a course(s) instead of following official withdrawal procedures may result in a grade of 'F' being assigned.

Informing your instructor that you will not return to his/her course, does not satisfy the approved withdrawal procedure outlined above.

There is no refund for partial reduction of hours. Withdrawals may affect students' eligibility for financial aid for the current semester and in the future, so a student must also speak with a representative of the Financial Aid Office to determine any financial penalties that may be assessed due to the withdrawal. A grade of 'W' will count in attempted hour calculations for the purpose of Financial Aid.

#### **Online Proctored Event Withdrawals**

Students who do not complete the proctored exam for an online class on the scheduled date and do not present a valid excuse within three business days of the scheduled event will be withdrawn from the course with a "WF" (Withdrawn Failing) and will be disabled in their online class. If the proctored event is scheduled during final exams, any student who misses the proctored exam will receive an "F" for the course.

### **PROCTORED EVENT REQUIREMENT**

In order to validate student identity for all online courses, students enrolled in online courses are **required** to complete one proctored event per online course. The proctored event will be administered on separate days—once on the Vidalia campus and once on the Swainsboro campus. Students must attend one of the proctored sessions as scheduled on the Lesson Plan/Course Calendar. Dual enrollment students enrolled in online courses have the same options, but can also complete the event on the high school campus. The event will be monitored by the instructor, another College employee, or high school counselor. The proctored event

may be a major exam, assignment, or presentation, etc. that will count a minimum of 20% of the course grade. Students must attend one of the scheduled proctored sessions and will need to make arrangements with work, childcare, etc. The specific dates of the proctored event are scheduled on the Lesson Plan/Calendar for the online course.

Students living farther than 75 miles from either campus who cannot come to Southeastern Tech for the event must secure an approved proctoring site. The site and the proctor must meet Southeastern Technical College's requirements (instructor will provide more information and necessary forms if this is the case).

Note: Students taking proctored events off campus will utilize the Proctor Scheduling and Approval Form found in Blackboard within the Getting Started/Start Here and Proctoring Event area. The completed form should be submitted to the course instructor a minimum of two weeks prior to the proctored event. If approved, the instructor will notify the proctor.

Students arranging off-campus proctoring must take the event on one of the originally scheduled days. Students who do not complete the proctored event as scheduled must submit a valid documented excuse within three business days after the scheduled event. If the excuse is approved by the instructor of the course, students must make arrangements with the instructor to makeup/reschedule the missed event. The penalty and makeup instructions will be at the instructor's discretion. Proctored events will be given after the 65% point of the semester. **Students who do not complete the proctored event on the scheduled date and do not present a valid documented excuse within three business days of the scheduled event will be withdrawn from the course with a "WF" (Withdrawn Failing). If the proctored event is scheduled during final exams, any student who misses the proctored event will be issued an "F" (Failing) for the course.**

#### **PROCTORING FEES**

Students are not charged a proctoring fee when taking a proctored event at Southeastern Technical College or any other TCSG college. Students who choose to use an off-campus proctor may be assessed a proctoring fee by the proctoring site. In this instance, the student is responsible for payment.

**The required proctored event for this class is scheduled on the following dates and times: Swainsboro Campus: Monday, November 5, 3-4 p.m. Building 2, Room 2113 OR Vidalia Campus: Tuesday, November 6, 11-12 a.m. Gillis Building, Lab 809. The proctored exam for this class will be over chapters 9 and 10. You must attend one of these sessions. There are no makeup-proctored exams.**

#### **EXIT EXAM**

All students are required to take the Exit Exam during their last semester.

#### **MAKEUP GUIDELINES (TESTS, QUIZZES, HOMEWORK, PROJECTS, ETC...)**

Failure to take tests will result in a grade of zero. No make-up tests are allowed. If internet or browser failure occurs while taking a test, contact instructor immediately. A decision will be made at that time if the test will be reset. The instructor reserves the right to deduct points from the test scores for exceeding the scheduled time limit on the tests and/or requiring the student to come to campus to take the test.

#### **ACADEMIC DISHONESTY POLICY**

The STC Academic Dishonesty Policy states All forms of academic dishonesty, including but not limited to cheating on tests, plagiarism, collusion, and falsification of information, will call for discipline. The policy can also be found in the STC Catalog and Student Handbook.

#### **PROCEDURE FOR ACADEMIC MISCONDUCT**

The procedure for dealing with academic misconduct and dishonesty is as follows:

### 1. First Offense

Student will be assigned a grade of "0" for the test or assignment. Instructor keeps a record in course/program files and notes as first offense. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus. The Registrar will input the incident into Banner for tracking purposes.

### 2. Second Offense

Student is given a grade of "WF" for the course in which offense occurs. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus indicating a "WF" has been issued as a result of second offense. The Registrar will input the incident into Banner for tracking purposes.

### 3. Third Offense

Student is given a grade of "WF" for the course in which the offense occurs. The instructor will notify the student's program advisor, academic dean, and the Registrar at the student's home campus indicating a "WF" has been issued as a result of third offense. The Vice President for Student Affairs, or designee, will notify the student of suspension from college for a specified period of time. The Registrar will input the incident into Banner for tracking purposes.

## STATEMENT OF NON-DISCRIMINATION

The Technical College System of Georgia and its constituent Technical Colleges do not discriminate on the basis of race, color, creed, national or ethnic origin, sex, religion, disability, age, political affiliation or belief, genetic information, disabled veteran, veteran of the Vietnam Era, spouse of military member or citizenship status (except in those special circumstances permitted or mandated by law). This school is in compliance with Title VI of the Civil Rights Act of 1964, which prohibits discrimination on the basis of race, color, or national origin; with the provisions of Title IX of the Educational Amendments of 1972, which prohibits discrimination on the basis of gender; with the provisions of Section 504 of the Rehabilitation Act of 1973, which prohibits discrimination on the basis of handicap; and with the American with Disabilities Act (ADA).

The following individuals have been designated to handle inquiries regarding the nondiscrimination policies:

<b>ADA/Section 504 - Equity- Title IX (Students) - OCR Compliance Officer</b>	<b>Title VI - Title IX (Employees) – Equal Employment Opportunity Commission (EEOC) Officer</b>
Helen Thomas, Special Needs Specialist Vidalia Campus 3001 East 1 <sup>st</sup> Street, Vidalia Office 108 Phone: 912-538-3126 <a href="mailto:hthomas@southeasterntech.edu">hthomas@southeasterntech.edu</a>	Lanie Jonas, Director of Human Resources Vidalia Campus 3001 East 1 <sup>st</sup> Street, Vidalia Office 138B Phone: 912-538-3230 Email: <a href="mailto:ljonas@southeasterntech.edu">Lanie Jonas</a> <a href="mailto:ljonas@southeasterntech.edu">ljonas@southeasterntech.edu</a>

## ACCESSIBILITY STATEMENT

Southeastern Technical College is committed to making course content accessible to individuals to comply with the requirements of Section 508 of the Rehabilitation Act of Americans with Disabilities Act (ADA). If you find a problem that prevents access, please contact the course instructor.

## GRIEVANCE PROCEDURES

Grievance procedures can be found in the Catalog and Handbook located on STC's website.

## ACCESS TO TECHNOLOGY

Students can now access Blackboard, Remote Lab Access, Student Email, Library Databases (Galileo), and BannerWeb via the mySTC portal or by clicking the Current Students link on the [Southeastern Technical College Website \(www.southeasterntech.edu\)](http://www.southeasterntech.edu).

## TCSG GUARANTEE/WARRANTY STATEMENT

*The Technical College System of Georgia guarantees employers that graduates of State Technical Colleges shall possess skills and knowledge as prescribed by State Curriculum Standards. Should any graduate employee within two years of graduation be deemed lacking in said skills, that student shall be retrained in any State Technical College at no charge for instructional costs to either the student or the employer.*

## GRADING POLICY

Assessment/Assignment	Percentage
Homework	45%
Discussion Boards	10%
Tests	25%
Proctored Event/Exam	20%

## GRADING SCALE

Letter Grade	Range
A	90-100
B	80-89
C	70-79
D	60-69
F	0-59

**MGMT 1120 Introduction to Business**  
**Fall Semester 2018 Lesson Plan**

Date/Week	Chapter/Lesson	Content	Assignments & Tests Due Dates	Competency Area
Monday August 13		<b>First Day of the Semester!</b>	<b>Required Orientation Assignments:</b> <b>-Click the Getting Started link on the course menu in the Blackboard course and complete the Getting Started items including the Pledge Quiz and Student Introduction.</b> <b>-Make contact with instructor via email to reserve spot and intent on completing the class.</b>	
Week 1 August 14-20	Chapter 1	Business Now: Change is the Only Constant	-Read Chapter 1 <b>Graded:</b> Chapter 1 Homework <b>Graded:</b> Discussion Board 1 <b>Chapter 1 homework and DB1 due Monday, August 20, midnight.</b>	1 a,c
Week 2 August 21-27	Chapter 2	Economics: The Framework for Business	-Read Chapter 2 <b>Graded:</b> Chapter 2 Homework <b>Graded:</b> Discussion Board 2 <b>Graded:</b> Chapter 1-2 Test <b>Chapter 2 homework, DB2, and Chapter 1-2 Test due Monday, August 27, midnight.</b>	2 a,c

Date/Week	Chapter/Lesson	Content	Assignments & Tests Due Dates	Competency Area
Week 3 August 28- September 4	Chapter 3	The World Marketplace: Business Without Borders  <b>HOLIDAY-MONDAY, SEPTEMBER 3</b>	-Read Chapter 3 <b>Graded:</b> Chapter 3 Homework <b>Graded:</b> Discussion Board 3 <b>Chapter 3 homework and DB3 due Tuesday, September 4, midnight.</b>	1,2 a,c
Week 4 September 5-10	Chapter 4	Business Ethics and Social Responsibility: Doing Well by Doing Good	-Read Chapter 4 <b>Graded:</b> Chapter 4 Homework <b>Graded:</b> Discussion Board 4 <b>Graded:</b> Chapter 3-4 Test <b>Chapter 4 homework, DB4, and Chapter 3-4 Test due Monday, September 10, midnight.</b>	5 a,c
Week 5 September 11-17	Chapter 5	Business Communication: Creating and Delivering Messages that Matter	-Read Chapter 5 <b>Graded:</b> Chapter 5 Homework <b>Graded:</b> Discussion Board 5 <b>Chapter 5 homework and DB5 due Monday, September 17, midnight.</b>	7 a,c
Week 6 September 18-24	Chapter 6	Business Formation: Choosing the Form that Fits	-Read Chapter 6 <b>Graded:</b> Chapter 6 Homework <b>Graded:</b> Chapter 5-6 Test <b>Chapter 6 homework and Chapter 5-6 Test due Monday, September 24, midnight.</b>	4,5 a,c
Week 7 September 25- October 1	Chapter 7	Small Business and Entrepreneurship: Economic Rocket Fuel	-Read Chapter 7 <b>Graded:</b> Chapter 7 Homework <b>Chapter 7 homework due Monday, October 1, midnight.</b>	4,5 a,c



Date/Week	Chapter/Lesson	Content	Assignments & Tests Due Dates	Competency Area
Week 8 October 2-8	Chapter 8	Accounting: Decision Making by Numbers	-Read Chapter 8 <b>Graded:</b> Chapter 8 Homework <b>Graded:</b> Chapter 7-8 Test <b>Chapter 8 homework and Chapter 7-8 Test due Monday, October 8, midnight.</b>	3,4 a,c
Week 9 October 9-15	Chapter 9	Finance: Acquiring and Using Funds to Maximize Value	-Read Chapter 9 <b>Graded:</b> Chapter 9 Homework <b>Chapter 9 homework due Monday, October 15, midnight.</b>	3,4 a,c
Week 10 October 16-22	Chapter 10	Financial Markets: Allocating Financial Resources	-Read Chapter 10 <b>Graded:</b> Chapter 10 Homework <b>Chapter 10 homework due Monday, October 22, midnight.</b>	3,4 a,c
Week 11 October 23-29	Chapter 11	Marketing: Building Profitable Customer Connections	-Read Chapter 11 <b>Graded:</b> Chapter 11 Homework <b>Chapter 11 homework due Monday, October 29, midnight.</b>	5,6 a,c
Week 12 October 30- November 5	Proctored Exam	<b>Proctored Exam Dates:</b> <b>Swainsboro Campus: Monday, November 5, 3-4 p.m. Building 2, Room 2113</b> <b>OR</b> <b>Vidalia Campus: Tuesday, November 6, 11-12 a.m. Gillis Building, Lab 809.</b>	<b>*Proctored Exam (Chapters 9-10)</b>	
Week 13 November 6-12	Chapter 12	Product and Promotion: Creating and Communicating Value	-Read Chapter 12 <b>Graded:</b> Chapter 12 Homework <b>Chapter 12 homework due Monday, November 12, midnight.</b>	6 a,c
Week 14 November 13-19	Chapter 13	Distribution and Pricing: Right Product, Right Person, Right Place, Right Price	-Read Chapter 13 <b>Graded:</b> Chapter 13 Homework <b>Chapter 13 homework due Monday, November 19, midnight.</b>	6 a,c

Date/Week	Chapter/Lesson	Content	Assignments & Tests Due Dates	Competency Area
Week 15 November 20- December 3	Chapters 14 and 15	Management, Motivation, and Leadership: Bringing Business to Life Human Resources Management: Building a Top-Quality Workforce  <b>HOLIDAYS-NOVEMBER 21 AND 22</b>	-Read Chapters 14 and 15 <b>Graded:</b> Chapter 14 and 15 Homework <b>Chapter 14 and 15 homework due Monday, December 3, midnight.</b>	1,5 a,c
Monday December 3		<b>FALL SEMESTER ENDS</b>		

**MGMT 1120 Competency Areas:**

1. Market System
2. The Role of Supply and Demand
3. Financial Management
4. Legal Issues in Business
5. Employee Relations
6. Marketing

**General Core Educational Competencies**

- a) The ability to utilize standard written English.
- b) The ability to solve practical mathematical problems.
- c) The ability to read, analyze, and interpret information.

## GRADING SCALE INFORMATION

- Three points will be assessed per error on assignments. Instructor reserves the right to deduct more for careless errors. Homework must be keyed in Microsoft Word, saved, attached, and uploaded in Blackboard for grading. If homework is not submitted as a Word document, it will **NOT** be graded and will result in a grade of zero. Spell check and proof your work to avoid point deductions. Must use proper spelling, capitalization, grammar, complete sentences, etc. This is a college class so please take the time to proof your work. Answer questions thoroughly. Responses need to be at least a minimum of 4-5 sentences. Do NOT repeat the question as part of your response. Always key the question(s) and then your response underneath the question. Number all questions. Homework will only be graded from the appropriate chapter links in Blackboard. Do NOT email homework to me. You are strongly encouraged to work ahead on homework. Do not wait until the night before it is due to complete in case you have personal problems, computer problems, or other issues in Blackboard. No extensions will be given.

Since this is an online class, there is no lecture component. However, if your book comes with a Course mate this will help you with lectures, videos, quizzes, puzzles. However, I will be happy to clarify any questions you may have on homework. Simply email me and I will be glad to help.

- Ten points will automatically deducted for not keying your name and assignment information on your Word documents. **For example, Tina Jernigan, MGMT1120, Chapter 1 Homework.** Take ownership of your work!
- Five discussion boards will be completed weeks 1-5. These count 10 percent of the final grade and are required. Students must post at least two comments to each discussion board. This means at least one original comment/response/thought and at least one reply to another student in class. These cannot be posted late.
- Chapter tests will be taken in Blackboard for this class. Chapter tests will be objective type tests including question types such as true/false, multiple choice, matching, etc. No books or notes are allowed when you take your exams.
- Proctored exam is scheduled during week 12. See lesson plan for scheduled dates. No study guide will be provided. The proctored exam for this class is over Chapters 9 and 10.

**\*REVISED FALL SEMESTER 2018**

**\*\*INSTRUCTOR RESERVES THE RIGHT TO CHANGE GRADING SCALE AT ANY POINT DURING THE SEMESTER.**

**\*\* LATE WORK WILL NOT BE ACCEPTED FOR THIS CLASS. GRADES OF ZERO WILL BE ASSIGNED FOR ANY MISSING WORK.**

**MGMT 1120 DISCUSSION BOARD GRADING RUBRIC**

# of Discussion Posts	# of Discussion Replies	Grade	Due Date, Length, Grammar and Spelling Requirements
1	1	100	Students who post their initial discussion board response to the discussion board topic and reply to at least one other students' post will be given a 100 on the assignment if the post is turned in by the due date, contain 4-5 sentences and free of grammatical and spelling errors. The student will receive a one point deduction for each grammatical and spelling error in both their response and reply. A 10 point deduction will be given for any response or reply that is not 4-5 sentences in length. No credit will be given for any response or reply that is an answer of "yes/no" or "I agree/disagree."
1	0	70	Any student that does not respond to at least one other students' post will not receive a grade above 70. The grade of 70 will be the highest grade that the student will be able to receive on the discussion post if the post is turned in by the due date, contain 4-5 sentences and free of grammatical errors and spelling errors. The student will receive a one point deduction for

# of Discussion Posts	# of Discussion Replies	Grade	Due Date, Length, Grammar and Spelling Requirements
			each grammatical and spelling error in their response. A 10 point deduction will be given for any response that is not 4-5 sentences in length.
0	1	50	Students who only respond to a classmate's discussion post will not receive a grade above 50. The grade of 50 will be the highest grade that the student will be able to receive on the discussion response if the response is turned in by the due date, contain 4-5 sentences and free of grammatical errors and spelling errors. The student will receive a one point deduction for each grammatical and spelling error in their reply. A 10 point deduction will be given for any reply that is not 4-5 sentences in length.
0	0	0	Students will receive a 0 on the discussion topic if the student does not post an answer or response to one other students' post by the due date.