



**MGMT 1120** Introduction to Business  
**COURSE SYLLABUS**  
**Online**  
**Fall Semester 2015**

**Semester:** 2015 Fall  
**Course Title:** Introduction to Business  
**Course Number:** MGMT 1120  
**Credit Hours/ Minutes:** 3 / 2250  
**Class Location:** GVTC/Angel  
**Class Meets:** Via Internet / 15 weeks  
**CRN:** 20038

**Instructor:** Vicki Spivey  
**Office Hours:** 10:00—11:30 and 2:00—4:00 Monday-Thursday  
**Office Location:** Office 831  
**Email Address:** [vspivey@southeasterntech.edu](mailto:vspivey@southeasterntech.edu) (preferred communication from students)  
**Phone:** 912-538-3175  
**Fax Number:** 912-538-3106

**REQUIRED TEXT:** BUSN8 Introduction to Business, Kelly/McGowan, South-Western Publishing, 2016.

**REQUIRED SUPPLIES & SOFTWARE:** Black, blue or red ink pens, no. 2 lead pencils, erasers, thumb drive, jump drive, USB, etc., and 3-subject notebook, Browser should be IE 7 or higher or Mozilla Firefox 2.0 or higher.

**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, ethics, and marketing.

**PREREQUISITE(S):** Provisional Admission

**COURSE OUTLINE:**

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

**GENERAL EDUCATION CORE COMPETENCIES:** STC has identified the following general education core competencies that graduates will attain:

- 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.

All students pursuing a degree, a diploma, or a Technical Certificate of Credit with a General Education component will be required to pass the General Education Competency Exams prior to graduation.

**STUDENT REQUIREMENTS (Online):** Online courses require students 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 or receives an F in a course. A student's last date of attendance can have a negative effect on his/her financial aid and academic progress.

Students are expected to complete all work required by the instructor, and to attend the required proctored campus exam. The student is expected to complete all work each week. Exams and assignments must be completed on the specified date. There are no makeup exams and students who miss an exam will be assigned a grade of zero. Assignments may be turned in early and exams are posted for 7 days. Please do not wait until the last moment to submit in case you have Internet problems with your computer. Homework Assignments **will not be graded after the due date on Mondays at 11:59 pm resulting in a zero (0)**. Class participation is required for successful completion of the course. All online students must pledge that they have read and understand the *STC Catalog* within the first three days of class. **Online students are responsible for checking e-mails and Angel announcements DAILY Monday-Thursday**. 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 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 homework assignments are due before 11:59 pm 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 ADDENDUM:** *Students with disabilities who believe that they may need accommodations in this class based on the impact of a disability are encouraged to contact Jan Brantley, Room 1208 Swainsboro Campus, 478-289-2274, or Helen Thomas, Room 108 Vidalia Campus, 912-538-3126, to coordinate reasonable accommodations.*

#### **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 the Special Needs Office. Swainsboro Campus: Jan Brantley (478) 289-2274 -Room 1208, (478) 289-2274 - Vidalia Campus: Helen Thomas Room 108 (912) 538-3126.

**WITHDRAWAL PROCEDURE:** Students wishing to officially withdraw from a course(s) or all courses after the drop/add period and prior to the 65% portion of the semester (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 when the student completes the withdrawal form from the course.

Students who are dropped from courses due to attendance (see your course syllabus for attendance policy) after drop/add until the 65% point of the semester will receive a "W" for the course. Abandoning a course(s) instead of following official withdrawal procedures may result in a grade of 'F' being assigned.

After the 65% portion of the semester, the student will receive a grade for the course. (Please note: A zero will be given for all missed assignments.)

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. All grades, including grades of 'W', will count in attempted hour calculations for the purpose of Financial Aid.

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

**PROCTORED EVENT REQUIREMENT(S) (Online):** 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 may be a major exam, assignment, or presentation, etc. that will count a **minimum of 20% of the course grade**. Online students will be required to take the Proctored Event on the instructor's home campus; the event will be monitored by the instructor or another STC employee. 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 further than 75 miles from 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 under the Proctoring Tab in ANGEL and submit the completed form to their instructor for approval 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 the same day(s) it is originally scheduled. 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, 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. **Students who do not complete the proctored event will receive an F in the course.**

As published on STC's website, any expenses incurred to obtain a proctor will be the responsibility of the student; however, students are not charged a proctoring fee when taking the proctored exam on the campus of Southeastern Tech. Most of Georgia's technical colleges do not charge to proctor exams for students enrolled in other TCSG colleges. Students who are enrolled at Southeastern Technical College and live out of the state of Georgia or out of the country could incur a proctoring charge. However, in that instance, the instructor would assist the student in locating the least expensive proctor.

**The required proctored exam for this class is October 28, Wednesday, at 8:30 am in the Medical Technology (Gillis Building) on the Vidalia campus or October 29, Thursday, at 2:00 pm Building 8, Lab 8141 on the Swainsboro campus. You must come by office 831 to sign in on the Vidalia campus. Chapters 1-10 will be covered on the computerized proctored exam. You must attend on one of the two days listed or you will receive an F in the course. There are no makeup proctored exams.**

**EXIT EXAM:** All students are required to take the Exit Exam during their last semester.

**MAKEUP GUIDELINES (Tests, homework, projects, etc...):** **No make-up exams are allowed and there are no exceptions.** If Internet or browser failure occurs, contact the instructor immediately by email. A decision will be made at that time if the exam will be reset. Only one test will be reset per semester if the instructor is notified in time according to the instructions in Angel. Homework Assignments turned in late (after Monday at 11:59 pm) **will not be graded resulting in a zero (0).**

**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:

### --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.

### --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.

### --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 second 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:** Southeastern Technical College does not discriminate on the basis of race, color, creed, national or ethnic origin, gender, religion, disability, age, disabled veteran, veteran of Vietnam Era 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).

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

**ACCESS TO TECHNOLOGY:** For information regarding Angel, the Information Delivery System (IDS), Student Owl Mail, and BannerWeb, please see the IT Department link on STC's website at <http://www.southeasterntech.edu>.

## GRADING POLICY

Homework Assignments	45%
Discussion Board	10%
Tests	25%
Proctored Exam	20%

## GRADING SCALE

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

## 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.*

## DISCUSSION BOARD GRADING RUBRIC

<u>No. of Posts</u>	<u>No. of Replies</u>	<u>Initial Grade</u>	<u>Errors</u>	<u>Point Reduction</u>
1 or more	2 or more	<b>100</b>	Spelling	-5 each
1 or more	1	<b>66</b>	Grammatical	-5 each
1 or more	0	<b>33</b>	Length (4-5 min over 7 words each)	-20 per sentence
0	0	<b>0</b>	Thoughtful Content	-20 per sentence

### LESSON PLAN MANAGEMENT 1120

<u>DATES</u>	<u>CHAPTER/UNIT</u>	<u>OBJECTIVES</u>	<u>ASSIGNMENTS</u>	<u>COMP</u>
Aug 17	Chapter 1	Business Now: Change is the Only Constant Business Now: Moving at Breakneck Speed The History of Business: Putting It All In Context Nonprofits and the Economy: The Business of Doing Good Factors of Production: The Basic Building Blocks The Business Environment: The Context for Success Business and You: Making It Personal The Big Picture Careers in Business	Type Student Pledge  Type Student Introduction  Work on Chapter 1 Homework  Work on Ch 1 Discussion Board	A, C, 1
18				
19				
20				
24	Chapter 2	Economics: The Framework for Business Economics: Navigating a Crisis Managing the Economy Through Fiscal and Monetary Policy Capitalism: The Free Market System Planned Economies: Socialism and Communism Mixed Economies: The Story of the Future Evaluating Economic Performance: What's Working? The Big Picture Careers in Economics	Chapter 1 Homework Due Ch 1 Discussion Board Due  Work on Chapter 2 Homework  Work on Ch 2 Discussion Board	A, C, 2

25				
26				
27				
31	Chapter 3	<b>An Unprecedented Opportunity</b> <b>Key Reasons for International Trade</b> <b>Global Trade: Taking Measure</b> <b>Seizing the Opportunity: Strategies for Reaching Global Markets</b> <b>Barriers to International Trade</b> <b>Free Trade: The Movement Gains Momentum</b> <b>The Big Picture</b> <b>Careers in World Markets</b>	<b>Ch 1-2 Test posted from 08/31—09/07</b>  <b>Chapter 2 Due</b>  <b>Work on Chapter 3 Homework</b>  <b>Work on Ch 3 Discussion Board</b>	A, C, 1, 2
Sept 1				
2				
3				
7	Chapter 4	<b>Business Ethics and Social Responsibility: Doing Well by Doing Good</b> <b>Ethics and Social Responsibility: A Close Relationship</b> <b>Business Ethics: Not an Oxymoron</b> <b>Ethics: Multiple Touchpoints</b> <b>Defining Social Responsibility: Making the World a Better Place</b> <b>Ethics and Social Responsibility in the Global Arena: A House of Mirrors?</b> <b>Monitoring Ethics and Social Responsibility: Who Is Minding the Store?</b> <b>The Big Picture</b> <b>Careers in Business Ethics and Social Responsibility</b>	<b>Chapter 3 Due</b>  <b>Work on Chapter 4 Homework</b>  <b>Work on Ch 4 Discussion Board</b>	A, C, 6
8				
9				
10				
14	Chapter 5	<b>Business Communication: Creating and Delivering Messages that Matter</b> <b>Excellent Communication Skills: Your Visible Advantage</b> <b>Nonverbal Communication: Beyond the Words</b> <b>Choose the Right Channel: A Rich Array of Options</b> <b>Pick the Right Words: Is That Car Pre-loved or Just Plain Used?</b>	<b>Ch 3-4 Test posted from 09/14—09/21</b>  <b>Chapter 4 Due</b>  <b>Work on Chapter 5 Homework</b>  <b>Work on Ch 5 Discussion Board</b>	A, C, 7

		<b>Write High-Impact Messages:          Breaking through the Clutter          Create and Deliver Successful          Verbal Presentations: Hook “Em          and Reel “Em In!          The Big Picture          Careers in Business          Communication</b>		
15				
16				
17				
21	Chapter 6	<b>Business Formation: Choosing          the Form that Fits          Business Ownership Options:          The Big Four          Advantages and Disadvantages          of Sole Proprietorships          Sole Proprietorships          Partnerships: Two Heads Can Be          Better Than One          Corporations: The Advantages          and Disadvantages of Being An          Artificial Person          The Limited Liability Company:          The New Kid on the Block          Franchising: Proven Methods for          a Price          The Big Picture          Careers in Business</b>	<b>Chapter 5 Due            Work on Chapter 6          Homework</b>	<b>A, C,          4, 5</b>
22				
23				
24				
28	Chapter 7	<b>Small Business and          Entrepreneurship: Economic          Rocket Fuel          Launching a New Venture:          What’s In It For Me?          The Entrepreneur: A Distinctive          Profile          Finding the Money: Funding          Options for Small Businesses          Opportunities and Threats for          Small Business: A Two-Side          Coin          Launch Operations: Reviewing          the Pros and Cons          Small Business and the          Economy: An Outsized Impact          The Big Picture          Careers in Entrepreneurship</b>	<b>Ch 5-6 Test posted from          09/28—10/05            Chapter 6 Due            Work on Chapter 7          Homework</b>	<b>A, C,          4, 5</b>
29				
30				
Oct 1				

5	Chapter 8	<b>Accounting: Decision Making By the Numbers</b> <b>Accounting: Who Needs It—and Who Does It?</b> <b>Financial Accounting: Intended for Those on the Outside Looking In</b> <b>Financial Statements: Read All About Us</b> <b>Interpreting Financial Statements: Digging Beneath the Surface</b> <b>Interpreting Financial Statements: Digging Beneath the Surface</b> <b>Inside Intelligence: The Role of Managerial Accounting</b> <b>Budgeting: Planning for Accountability</b> <b>The Big Picture</b> <b>Careers in Accounting</b>	<b>Chapter 7 Due</b>  <b>Work on Chapter 8 Homework</b>	<b>A, B, C, 3, 4</b>
6				
7				
8				
12	Chapter 9	<b>Finance: Acquiring and Using Funds to Maximize Value</b> <b>What Motivates Financial Decisions?</b> <b>Identifying Financial Needs: Evaluating and Planning</b> <b>Finding Funds: What Are the Options</b> <b>Leverage and Capital Structure: How Much Debt is Too Much Debt</b> <b>Acquiring and Managing Current Assets</b> <b>Capital Budgeting: In It for the Long Haul</b> <b>The Big Picture</b> <b>Careers in Financial Management</b>	<b>Ch 7-8 Test posted from 10/12—10/19</b>  <b>Chapter 8 Due</b>  <b>Work on Chapter 9 Homework</b>	<b>A, B, C, 3, 4</b>
13				
14				
15				
19	Chapter 10	<b>Financial Markets: Allocating Financial Resources</b> <b>The Roles of Financial Markets and Their Key Players</b> <b>Regulating Financial Markets to Protect Investors and Improve Stability</b> <b>Investing in Financial Securities:</b>	<b>Chapter 9 Due</b>  <b>Work on Chapter 10 Homework</b>	<b>A, C, 3, 4</b>



		<b>What Are the Options?</b> <b>Issuing and Trading Securities:</b> <b>The Primary and Secondary Markets</b> <b>Personal Investing</b> <b>Keeping Tabs on the Market</b> <b>The Big Picture</b> <b>Careers in Financial Markets</b>		
20				
21				
22				
26	Chapter 11	<b>Marketing: Building Profitable Customer Connections</b> <b>Marketing: Getting Value by Giving Value</b> <b>The Customer: Front and Center</b> <b>Marketing Strategy: Where Are You Going and How Will You Get There</b> <b>Customer Behavior: Decisions, Decisions, Decisions</b> <b>Marketing Research: So What Do They Really Think?</b> <b>Social Responsibility and Technology: A Major Marketing Shift</b> <b>The Big Picture</b> <b>Careers in Marketing</b>	<b>Chapter 10 Due</b>  <b>Work on Chapter 11 Homework</b>	A, C, 5, 7
27				
28		Proctored Exam: 8:30 am (see syllabus for details)	Chapters 1-10	A, B, C, 1-7
29		Proctored Exam: 2:00 pm (see syllabus for details)	Chapters 1-10	A, B, C, 1-7
Nov 2	Chapter 12	<b>Product and Promotion: Creating and Communicating Value</b> <b>Product: It's Probably More Than You Thought</b> <b>Product Differentiation and Planning a Meaningful Difference</b> <b>Innovation and the Product Life Cycle: Nuts, Bolts, and a Spark of Brilliance</b> <b>Promotion: Influencing Consumer Decisions</b> <b>A Meaningful Message: Finding the Big Idea</b> <b>The Promotional Mix: Communicating the Big Idea</b> <b>The Big Picture</b> <b>Careers in Product and Promotion</b>	<b>Chapter 11 Due</b>  <b>Work on Chapter 12 Homework</b>	

3				
4				
5				
9	Chapter 13	<b>Distribution and Pricing: Right Product, Right Person, Right Place, Right Price</b> <b>Distribution: Getting Your Product to Your Customer</b> <b>Wholesalers: Sorting Out the Options</b> <b>Retailers: the Consumer Connection</b> <b>Physical Distribution: Planes, Trains, and Much, Much More</b> <b>Pricing Objectives and Strategies: A High-Stakes Game</b> <b>Pricing in Practice: A Real-World Approach</b> <b>The Big Picture</b> <b>Careers in Distribution and Pricing</b>	<b>Ch 11-12 Test posted from 11/09—11/16</b>  <b>Chapter 12 Due</b>  <b>Work on Chapter 13 Homework</b>	
10				
11				
12				
16	Chapter 14	<b>Management, Motivation, and Leadership: Bringing Business to Life</b> <b>Bringing Resources to Life</b> <b>Motivation: Lighting the Fire</b> <b>Planning: Figuring Out Where to Go and How to Get There</b> <b>Organizing: Fitting Together the Puzzle Pieces</b> <b>Leadership: Directing and Inspiring</b> <b>Controlling: Making Sure It All Works</b> <b>The Big Picture</b> <b>Careers in Management</b>	Chapter 13 Due	1A, C, 2
17				
18				
19				
23				
24				
25				
26				
30	Chapter 15	<b>Chapter 15 Read Only</b> <b>Human Resources Management: Building a Top-Quality Workforce</b> <b>Human Resource Management:</b>		A, C, 1, 4

		<b>Bringing Business to Life</b> <b>Human Resource Management</b> <b>Challenges: Major Hurdles</b> <b>Human Resource Managers</b> <b>Corporate Black Sheep</b> <b>Human Resource Planning:</b> <b>Drawing the Map</b> <b>Legal Issues: HR and the Long</b> <b>Arm of the Law</b> <b>The Big Picture</b> <b>Careers in Human Resources</b>		
<b>Dec 1</b>				
<b>2</b>				
<b>3</b>		<b>Semester Ends</b>		

**Instructor reserves the right to make any changes needed to the syllabus and lesson plan.**

**COURSE COMPETENCIES:**

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

**GENERAL EDUCATION CORE COMPETENCIES:**

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- C. The ability to read, analyze, and interpret information.