



MGMT 1120 Introduction to Business
COURSE SYLLABUS
Online
Fall Semester 2017

COURSE INFORMATION

Credit Hours/Minutes: 3/2250
Class Location: GVTC/Blackboard
Class Meets: Via Internet for 15 weeks
CRN: 20145
Preferred Method of Contact: email vspivey@southeasterntech.edu

INSTRUCTOR CONTACT INFORMATION

Instructor Name: Vicki Spivey
Office Location: 831
Office Hours: 10-11:30 and 2-4
Email Address: vspivey@southeasterntech.edu
Phone: 912.538.3175
Fax Number: 912.538.3106
Tutoring Hours (if applicable): na

REQUIRED TEXT

BUSN 8 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.

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, ethics, 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. Ethics
7. 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)

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 Blackboard 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 assignments are due at 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

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, 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.

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

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 two separate days during the semester—once on the Vidalia campus and once on the Swainsboro campus and will be monitored by the instructor or another STC employee. 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 further 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, 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 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 event for this class is scheduled on the following dates and times: Vidalia Campus, November 8, 8:30 am, Medical Tech (Gillis Building). Please come by office 831 to sign in. Swainsboro Campus, November 9, 2:30 pm, Building 2, Room 2113. Chapters 9-10 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 for any reason.

EXIT EXAM

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

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

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).**

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 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

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:

ADA/Section 504 - Equity- Title IX (Students) - OCR Compliance Officer	Title VI - Title IX (Employees) - EEOC Officer
Helen Thomas, Special Needs Specialist Vidalia Campus 3001 East 1 st Street, Vidalia Office 108 Phone: 912-538-3126 hthomas@southeasterntech.edu	Blythe Wilcox, Director of Human Resources Vidalia Campus 3001 East 1 st Street, Vidalia Office 138B Phone: 912-538-3147 bwilcox@southeasterntech.edu

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 [STC website](#).

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 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 2017 Lesson Plan

Date/Week	Chapter/Lesson	Content	Assignments & Tests Due Dates	Competency Area
Aug 14- Aug 21	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
Aug 21- Aug 28	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 Aug 21 Ch 1 Discussion Board Due Aug 21 Work on Chapter 2 Homework Work on Ch 2 Discussion Board	A, C, 2

Date/Week	Chapter/Lesson	Content	Assignments & Tests Due Dates	Competency Area
28	Chapter 3	An Unprecedented Opportunity Key Reasons for International Trade Global Trade: Taking Measure Seizing the Opportunity: Strategies for Reaching Global Markets Barriers to International Trade Free Trade: The Movement Gains Momentum The Big Picture Careers in World Markets	Ch 1-2 Test posted from 08/28—09/04 Chapter 2 Due Aug 28 Work on Chapter 3 Homework Work on Ch 3 Discussion Board	A, C, 1, 2
Sept 4-Sept 11	Chapter 4	Business Ethics and Social Responsibility: Doing Well by Doing Good Ethics and Social Responsibility: A Close Relationship Business Ethics: Not an Oxymoron Ethics: Multiple Touchpoints Defining Social Responsibility: Making the World a Better Place Ethics and Social Responsibility in the Global Arena: A House of Mirrors? Monitoring Ethics and Social Responsibility: Who Is Minding the Store? The Big Picture Careers in Business Ethics and Social Responsibility	Chapter 3 Due Sept 4 Work on Chapter 4 Homework Work on Ch 4 Discussion Board	A, C, 6
Sept 11-Sept 18	Chapter 5	Business Communication: Creating and Delivering Messages that Matter Excellent Communication Skills: Your Visible Advantage Nonverbal Communication: Beyond the Words Choose the Right Channel: A Rich Array of Options Pick the Right Words: Is That Car Pre-loved or Just Plain Used? 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	Ch 3-4 Test posted from 09/11—09/18 Chapter 4 Due Sept 11 Work on Chapter 5 Homework Work on Ch 5 Discussion Board	A, C, 7

Date/Week	Chapter/Lesson	Content	Assignments & Tests Due Dates	Competency Area
Sept 18- Sept 25	Chapter 6	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	Chapter 5 Due Sept 18 Work on Chapter 6 Homework	A, C, 4, 5
Sept 25- Oct 2	Chapter 7	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	Ch 5-6 Test posted from 09/25—10/02 Chapter 6 Due Sept 25 Work on Chapter 7 Homework	A, C, 4, 5
Oct 2- Oct 9	Chapter 8	Accounting: Decision Making By the Numbers Accounting: Who Needs It—and Who Does It? Financial Accounting: Intended for Those on the Outside Looking In Financial Statements: Read All About Us Interpreting Financial Statements: Digging Beneath the Surface Interpreting Financial Statements: Digging Beneath the Surface Inside Intelligence: The Role of Managerial Accounting Budgeting: Planning for Accountability The Big Picture Careers in Accounting	Chapter 7 Due Oct 2 Work on Chapter 8 Homework	A, B, C, 3, 4

Date/Week	Chapter/Lesson	Content	Assignments & Tests Due Dates	Competency Area
Oct 9- Oct 16	Chapter 9	Finance: Acquiring and Using Funds to Maximize Value What Motivates Financial Decisions? Identifying Financial Needs: Evaluating and Planning Finding Funds: What Are the Options Leverage and Capital Structure: How Much Debt is Too Much Debt Acquiring and Managing Current Assets Capital Budgeting: In It for the Long Haul The Big Picture Careers in Financial Management	Ch 7-8 Test posted from 10/9—10/16 Chapter 8 Due Oct 9 Work on Chapter 9 Homework	A, B, C, 3, 4
Oct 16- Oct 23	Chapter 10	Financial Markets: Allocating Financial Resources The Roles of Financial Markets and Their Key Players Regulating Financial Markets to Protect Investors and Improve Stability Investing in Financial Securities: What Are the Options? Issuing and Trading Securities: The Primary and Secondary Markets Personal Investing Keeping Tabs on the Market The Big Picture Careers in Financial Markets	Chapter 9 Due Oct 16 Work on Chapter 10 Homework	A, C, 3, 4
Oct 23- Oct 30	Chapter 11	Marketing: Building Profitable Customer Connections Marketing: Getting Value by Giving Value The Customer: Front and Center Marketing Strategy: Where Are You Going and How Will You Get There Customer Behavior: Decisions, Decisions, Decisions Marketing Research: So What Do They Really Think? Social Responsibility and Technology: A Major Marketing Shift The Big Picture Careers in Marketing	Chapter 10 Due Oct 23 Work on Chapter 11 Homework	A, C, 5, 7

Date/Week	Chapter/Lesson	Content	Assignments & Tests Due Dates	Competency Area
Oct 30- Nov 6	Chapter 12	Product and Promotion: Creating and Communicating Value Product: It's Probably More Than You Thought Product Differentiation and Planning a Meaningful Difference Innovation and the Product Life Cycle: Nuts, Bolts, and a Spark of Brilliance Promotion: Influencing Consumer Decisions A Meaningful Message: Finding the Big Idea The Promotional Mix: Communicating the Big Idea The Big Picture Careers in Product and Promotion	Chapter 11 Due Oct 30 Chapter 12 Read only	A, C, 7
Nov 6	Chapter 13	Distribution and Pricing: Right Product, Right Person, Right Place, Right Price Distribution: Getting Your Product to Your Customer Wholesalers: Sorting Out the Options Retailers: the Consumer Connection Physical Distribution: Planes, Trains, and Much, Much More Pricing Objectives and Strategies: A High-Stakes Game Pricing in Practice: A Real-World Approach The Big Picture Careers in Distribution and Pricing	Read only Chapter 13	A, C, 7
Nov 8		Proctored Exam 8:30 (see syllabus for details)	Chapters 9-10	A, B, C, 3, 4
Nov 9		Proctored Exam 2:30 (see syllabus for details)	Chapters 9-10	A, B, C, 3, 4
Nov 13- Nov 20	Chapter 14	Management, Motivation, and Leadership: Bringing Business to Life Read Only Bringing Resources to Life Motivation: Lighting the Fire Planning: Figuring Out Where to Go and How to Get There Organizing: Fitting Together the Puzzle Pieces Leadership: Directing and Inspiring Controlling: Making Sure It All Works The Big Picture Careers in Management	Read only	A, C, 1, 6

Date/Week	Chapter/Lesson	Content	Assignments & Tests Due Dates	Competency Area
Nov 20- Nov 27	Chapter 15	Human Resources Management: Building a Top-Quality Workforce Human Resource Management: Bringing Business to Life Human Resource Management Challenges: Major Hurdles Human Resource Managers Corporate Black Sheep Human Resource Planning: Drawing the Map Legal Issues: HR and the Long Arm of the Law The Big Picture Careers in Human Resources	Read only	A, C, 1, 6
30		Semester Ends		

Competency Areas: (will vary for each course/taken from state standards)

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 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.