



INSTRUCTIONAL PACKAGE

BUS 101

Introduction to Business

AY 2020-2021

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Part I: Course Information

Effective Term: AY 2020-2021

COURSE PREFIX: BUS 101

COURSE TITLE: Introduction to Business

CONTACT HOURS: 3

CREDIT HOURS: 3

RATIONALE FOR THE COURSE:

This is an introductory survey course in business designed to provide students an opportunity to learn business terminology and to understand the interrelatedness of the various business functions.

COURSE DESCRIPTION:

This course is a study of the nature of business activity in relation to the economic society, including how a business is owned, organized, managed, and controlled.

PREREQUISITES/CO-REQUISITES:

((COMPASS Reading 65 or ACCUPLACER Reading Comp 056 or New ACCUPLACER Reading Comp 235 or COMPANION Reading 056 or SAT Critical Reading 380 or ACT Reading 14 or Multiple Measures English 1 or Credit level ENG 155 Minimum Grade of C or Credit level ENG 101 Minimum Grade of C or Credit level ENG 100 Minimum Grade of C* or Credit level ENG 155 Minimum Grade of TC or Credit level ENG 101 Minimum Grade of TC))

***Online/Hybrid** courses require students to complete the DLi Online Student Orientation prior to completing an online course. The DLi Online Student Orientation can be found in WaveNet, under the My Student tab.

REQUIRED MATERIALS:

Please visit the Bookstore online site for most current textbook information. Use the direct link below to find textbooks.

[BOOKSTORE](#).

Enter the semester, course prefix, number and section when prompted and you will be linked to the correct textbook.

TECHNICAL REQUIREMENTS:

Access to Desire2Learn (D2L), HGTC's student portal for course materials.
WaveNet and D2L email access.

STUDENT IDENTIFICATION VERIFICATION

Students enrolled in online courses will be required to participate in a minimum of one (1) proctored assignment and/or one (1) virtual event to support student identification verification. Please refer to your Instructor Information Sheet for information regarding this requirement.

CLASSROOM ETIQUETTE:

As a matter of courtesy to other students and your professor, please turn off cell phones and other communication/entertainment devices before class begins. If you are monitoring for an emergency, please notify your professor prior to class and switch cell phone ringers to vibrate.

NETIQUETTE: is the term commonly used to refer to conventions adopted by Internet users on the web, mailing lists, public forums, and in live chat focused on online communications etiquette. For more information regarding Netiquette expectations for distance learning courses, please visit [Online Netiquette](#).

Part II: Student Learning Outcomes

COURSE LEARNING OUTCOMES and ASSESSMENTS*:

| Module Subject | Learning Objectives | Assignments/ Assessments |
|--|--|--------------------------------|
| Fundamentals of the Business World | <ul style="list-style-type: none">Differentiate among revenue, profit, and loss.Classify business offerings as goods or services. | As assigned in D2L and Connect |
| Acting Ethically and Socially Responsible | <ul style="list-style-type: none">Explain how leadership and a code of ethics helps foster high ethical standards.Discuss how companies are monitored to ensure they are meeting their social responsibilities. | As assigned in D2L and Connect |
| Fundamentals of Economics and Types of Markets | <ul style="list-style-type: none">Describe the connection between economics and business.Differentiate between microeconomics and macroeconomics as they apply to business. | As assigned in D2L and Connect |
| The Development of the Global Economy | <ul style="list-style-type: none">Describe the role of trade in the global economy.Recall the impact of a country's political and legal conditions on international business. | As assigned in D2L and Connect |
| Entrepreneurship: From Startup to Growth | <ul style="list-style-type: none">Relate entrepreneurs to small business.Determine the optimal business structure for a company. | As assigned in D2L and Connect |
| Accounting and Financial Statements | <ul style="list-style-type: none">Explain the purpose of accounting, as it relates to users of financial data and a company's success. | As assigned in D2L and Connect |

| Module Subject | Learning Objectives | Assignments/ Assessments |
|--|--|--------------------------------|
| | <ul style="list-style-type: none"> Explain how a business's financial information is organized utilizing the six-step accounting process, in accordance with GAAP. | |
| Core Components of Finance and Banking | <ul style="list-style-type: none"> Summarize the importance of financial management and planning. Summarize the four reasons why firms borrow money. | As assigned in D2L and Connect |
| Securities, Investing, and Financial Literacy | <ul style="list-style-type: none"> Explain why the securities market is an important resource for business owners as they plan next steps for their businesses. Explain why understanding an investor's profile, risk tolerance, and financial goals are important to a company's investment strategy. | As assigned in D2L and Connect |
| Essentials of Leadership and Management AND Operations Management | <ul style="list-style-type: none"> Differentiate between efficiency and effectiveness. Perform a SWOT analysis. Differentiate between leaders and managers. | As assigned in D2L and Connect |
| Human Resources Management and Labor Relations | <ul style="list-style-type: none"> Differentiate between a job analysis, job specification, and job description. Differentiate between internal and external recruiting. | As assigned in D2L and Connect |
| Organizational Behavior | <ul style="list-style-type: none"> Explain how an organization's structural characteristics impact success and efficiency. Summarize the importance of motivation. | As assigned in D2L and Connect |
| Introduction to Marketing | <ul style="list-style-type: none"> Differentiate among products, product lines, and product mixes. Differentiate among the types of consumer segmentation. | As assigned in D2L and Connect |
| Products | <ul style="list-style-type: none"> Develop a new product by engaging in the six stages of product development. Explain how branding and packaging help a firm differentiate its products. | As assigned in D2L and Connect |
| Pricing and Distribution | <ul style="list-style-type: none"> Calculate the break-even point for a given good or service. Determine which pricing strategy is being used to price a product in a business case. | As assigned in D2L and Connect |

| Module Subject | Learning Objectives | Assignments/ Assessments |
|---|--|--------------------------------|
| Promotion Mix: Tools, Goals, and Strategies | <ul style="list-style-type: none"> Construct a promotion mix that meets the three goals of promotion for an integrated marketing communications (IMC) campaign. Determine which type of advertisement is being utilized within a campaign. | As assigned in D2L and Connect |

****Students – please refer to the Instructor’s Course Information sheet for specific information on assessments and due dates.***

Part III: Grading and Assessment

EVALUATION OF REQUIRED COURSE MEASURES/ARTIFACTS*

Students’ performance will be assessed and the weight associated with the various measures/artifacts are listed below.

EVALUATION*

| | |
|---------------------|------|
| Tests | % |
| Assignments | % |
| Papers/Plans | % |
| Projects/Portfolios | % |
| Class Participation | % |
| Final Exam | % |
| | 100% |

****Students, for the specific number and type of evaluations, please refer to the Instructor’s Course Information Sheet.***

GRADING SYSTEM:

The Business Department has a seven-day grading policy. Please note the College adheres to a 10 point grading scale A = 100 – 90, B = 89- 80, C = 79 – 70, D = 69 – 60, F = 59 and below. You must have your Dean’s approval if changes in the scale are made.

Grades earned in courses impact academic progression and financial aid status. Before withdrawing from a course, be sure to talk with your instructor and financial aid counselor about the implications of that course of action. Ds, Fs, Ws, WFs and Is also negatively impact academic progression and financial aid status.

The Add/Drop Period is the first 5 days of the semester for **full term** classes. Add/Drop periods are shorter for accelerated format courses. Please refer to the academic calendar for deadlines for add/drop ([ACADEMIC CALENDAR](#)). You must attend at least one meeting of all of your classes during that period. If you do not, you will be dropped from the course(s) and your Financial Aid will be reduced accordingly.

Part IV: Attendance

Horry-Georgetown Technical College maintains a general attendance policy requiring students to be present for a minimum of 80 percent (80%) of their classes in order to receive credit for any course. Due to the varied nature of courses taught at the college, some faculty may require up to 90 percent (90%) attendance. Pursuant to 34 Code of Federal Regulations 228.22 - Return to Title IV Funds, once a student has missed over 20% of the course or has missed two (2) consecutive weeks, the faculty is obligated to withdraw the student and a student may not be permitted to reenroll. **Instructors define absentee limits for their class at the beginning of each term; please refer to the Instructor Course Information Sheet.**

For online and hybrid courses, check your Instructor's Course Information Sheet for any required on-site meeting times. Please note, instructors may require tests to be taken at approved testing sites, if you use a testing center other than those provided by HGTC, the center may charge a fee for its services.

Part V: Student Resources



The Student Success and Tutoring Center (SSTC)

The SSTC offers to all students the following **free** resources:

- 1. Academic coaches** for most subject areas, **Writing Center Support**, and **college success skills**.
- 2. On-line student success and academic support resources.**

Visit the SSTC website: [Student Success & Tutoring Center](#) and visit the student services tab in your WaveNet account to schedule appointments using TutorTrac. For more information, call: SSTC Conway, 349-7872; SSTC Grand Strand, 477-2113; and SSTC Georgetown, 520-1455 or go to the [Online Resource Center](#) to access on-demand resources any time.

TECH Central – Student Information Center



TECH Central provides quality enrollment and collegiate guidance for students, faculty, and staff. Services include phone, walk-in, and online technical support for technology training and troubleshooting. Additionally, we offer support in Office 365, Outlook E-mail setup, and ID cards.

Phone: 843-349-5340

Email: techcentral@hgtc.edu

Text: 843-357-8552

TECH Talk (Live Chat): Located on the "Home" tab in WaveNet.

Website: [TECH Central Link](#)

Locations:

Conway Building 1100, Room 132D

Grand Strand Building 200, Room 136

Student Testing:

Testing in an **online/hybrid** course may be accomplished in a variety of ways:

- Test administered within D2L
- Test administered in writing on paper
- Test administered through Publisher Platforms

Further more tests may have time limits and/or require a proctor.

Proctoring can be accomplished either face-to-face at an approved site or online through RPNOW, our online proctoring service. To find out more about proctoring services, please visit the [Online Testing](#) section of the HGTC's Testing Center webpage.

The **Instructor Information Sheet** will have more details on test requirements for your course.

Disability Services:

HGTC is committed to providing an accessible environment for students with disabilities. Inquiries may be directed to Beth Havens, Director of Student Development on the Conway Campus Jaime Davis, Counselor/Advisor on the Georgetown Campus or Kristin Griffin, Counselor on the Grand Strand Campus. These individuals will review documentation of the student's disability and, in a confidential setting with the student, develop an educational accommodation plan.

Note: It is the student's responsibility to self-identify as needing accommodations and to provide acceptable documentation. After a student has self-identified and submitted documentation of a disability, accommodations may be determined, accepted, and provided.

Statement of Equal Opportunity/Non-Discrimination Statement

Horry-Georgetown Technical College prohibits discrimination and harassment, including sexual harassment and abuse, on the basis of race, color, sex, national or ethnic origin, age, religion, disability, marital or family status, veteran status, political ideas, sexual orientation, gender identity, or pregnancy, childbirth, or related medical conditions, including, but not limited to, lactation in educational programs and/or activities.

Inquiries regarding the non-discrimination policies: Students and prospective student inquiries concerning Section 504, Title II, and Title IX and their application to the College or any student decision may be directed to the Vice President for Student Affairs, Dr. Melissa Batten, VP Student Affairs, Title IX Coordinator, Building 1100, Room 107A, Conway Campus, PO Box 261966, Conway, SC 29528-6066, 843-349-5228, Melissa.Batten@hgtc.edu. Employee and applicant inquiries concerning Section

504, Title II, and Title IX and their application to the College may be directed to the Vice President for Human Resources, Jacquelyne Snyder, VP Human Resources, Section 504, Title II, and Title IX Coordinator, Building 200, Room 212A, Conway Campus, PO Box 261966, Conway, SC 29528-6066, 843-349-5212, Jacquelyne.Snyder@hgtc.edu.

Title IX Requirements

All students (as well as other persons) at Horry-Georgetown Technical College are protected by Title IX—regardless of their sex, sexual orientation, gender identity, part- or full-time status, disability, race, or national origin—in all aspects of educational programs and activities. Any student, or other member of the college community, who believes that he/she is or has been a victim of sexual harassment or sexual violence may file a report with the college’s Chief Student Services Officer, campus law enforcement, or with the college’s Title IX Coordinator, or designee.

*Faculty and Staff are required to report incidents to the Title IX Coordinators when involving students. The only HGTC employees exempt from mandatory reporting are licensed mental health professionals (only as part of their job description such as counseling services).

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|---|---|
| <p>Inquiries regarding the non-discrimination policies:</p> | |
| <p>Student and prospective student inquiries concerning Section 504, Title II, and Title IX and their application to the College or any student decision may be directed to the Vice President for Student Affairs.</p> | <p>Employee and applicant inquiries concerning Section 504, Title II, and Title IX and their application to the College may be directed to the Vice President for Human Resources.</p> |
| <p>Dr. Melissa Batten, VP Student Affairs <i>Title IX Coordinator</i> Building 1100, Room 107A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5228 Melissa.Batten@hgtc.edu</p> | <p>Jacquelyne Snyder, VP Human Resources <i>Section 504, Title II, and Title IX Coordinator</i> Building 200, Room 212A, Conway Campus PO Box 261966, Conway, SC 29528-6066 843-349-5212 Jacquelyne.Snyder@hgtc.edu</p> |