



INSTRUCTIONAL PACKAGE

BUS 101
Introduction to Business

Effective Term
2021-2022

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Part I: Course Information

Effective Term: AY 2021-2022

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:

((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 Writing Sample ENG101 1 or WS ENG101 with Lab 1 or Writing Sample ENG155 1 or Credit level [ENG 155](#) Minimum Grade of C or Credit level [ENG 101](#) 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 Orientation Video](#) prior to enrolling in an online course.

REQUIRED MATERIALS:

Please visit the [BOOKSTORE](#) online site for most current textbook information. Use the direct link below to find textbooks.

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.
[myHGTC](#) and [college](#) 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

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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

Module Subject	Learning Objectives	Assignments/ Assessments
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. Explain how a business's financial information is organized utilizing the six-step accounting process, in accordance with GAAP. 	As assigned in D2L and Connect
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*

*Varies – please see the Instructor Information Sheet for a breakdown of points/weighted assignments.

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

GRADING SYSTEM:

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. 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, and 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 tutors** for most subject areas, **Writing Center support**, and **college success skills**.
2. Online **tutoring** and academic support resources.
3. Professional and interpersonal communication **coaching** in the EPIC Labs.

Visit the [Student Success & Tutoring Center](#) website for more information. To schedule tutoring, contact the SSTC at sstc@hgtc.edu or self-schedule in the Penji iOS/Android app or at www.penjiapp.com. Email sstc@hgtc.edu or 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.



STUDENT INFORMATION CENTER: TECH Central

TECH Central offers to all students the following **free** resources:

1. **Getting around HGTC:** General information and guidance for enrollment, **financial aid, registration, and payment plan support!**
2. Use the [Online Resource Center \(ORC\)](#) including **Office 365 support, password resets, and username information.**
3. **In-person workshops, online tutorials and more services** are available in **Desire2Learn, Student Portal, Degree Works, and Office 365.**
4. **Chat with our staff on TECH Talk**, our live chat service. TECH Talk can be accessed on the student portal and on TECH Central's website, or by texting questions to (843) 375-8552.

Visit the [Tech Central](#) website for more information. Live Chat and Center locations are posted on the website. Or please call (843) 349 – TECH (8324), **Option #2.**

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 [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 HGTC's [Accessibility and Disability Service webpage](#). The Accessibility and Disability staff 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.

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).

INQUIRIES REGARDING THE NON-DISCRIMINATION/TITLE IX POLICIES:

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.

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

EEO and Title IX Coordinator

Building 200, Room 212A, Conway Campus

PO Box 261966, Conway, SC 29528-6066

843-349-5212

Jacquelyne.Snyder@hgtc.edu