What we will learn in this class

Course Description:
Characteristics and activities of current local, national, and international business. An overview of economics, marketing, management and finance.

Course Competencies (Goals):

1. Describe in writing the economic systems of capitalism, communism, socialism, and free enterprise; and identify major United States historical economic events. (I)

2. Identify in writing the advantages and disadvantages of a sole proprietorship, partnership, and corporation; identify the function of management; analyze the aspect of human relations in business; identify the major labor organizations and summarize the historical development and current trends of labor organizations. (II)

3. Describe in writing the marketing functions of promotion, selling, merchandising, distribution, producing goods, and producing services. (III)

4. Identify in writing the major financial institutions; explain risk management and money management; and explain the functions of accounting and data processing in a business. (IV)

5. Describe in writing the economic effects of international business and the laws affecting business and consumers, and analyze mergers and consolidations. (V)
How we will learn

GBS151 is a survey course. That means we cover a lot of different topics without getting too in-depth with any specific concept.

There will be daily lectures but we will also spend a lot of time with discussions, collaborative activities and occasional student presentations.

The format is practical, project-based learning. There are no tests or final exam. Instead of big tests, there will be a short quiz each week. The quizzes help keep you on track with the textbook. Instead of the final exam, we will work on a final project. Each week you will also submit homework—either a textbook assignment an article review.

The projects and assignments in this class will be, as much as possible, geared toward something you enjoy. My hope is that you can find connections between the concept and your real life interests.

I strongly encourage you to ask questions in class. Don’t be afraid to interrupt me! Asking questions is part of the learning process.

Resources we will use

Course Textbook

IMPORTANT: You are required to have access to the textbook and use it in during class. This course uses a lower cost textbook:

BUSN9 by Kelly and Williams, published by Cengage 4LTR Press. ISBN: 978-1305497320

To purchase the textbook:
1. Buy a copy at the SCC Bookstore.
2. Order a copy online from an independent vendor like Amazon.com or Half.com.
3. Rent a copy from an online textbook rental company like Chegg.com.

GBS151 Canvas site

SCC has adopted a course management system called Instructure Canvas. Most course materials, including assignments, lecture slides and quizzes, will be available through Canvas.

To log into Canvas, go to https://learn.maricopa.edu/login. You’ll need to enter your MEID number and password to access Canvas. If you do not know your MEID and password, please contact the Information Systems HelpDesk at 480-423-6274.

SCC Library

The SCC Library has free online resources which you have access to use as a student in this class. Go to the SCC Home Page and click the Library link under “College Resources.”

For help navigating the library page, consider using the Ask a Librarian feature! Visit the SCC Library at http://library.scottsdalecc.edu/index. At the left side of the page, look for the “Ask A Librarian” icon. This service is available 24/7. They are good at assisting you with navigation and finding resources.

Internet Research

Not all the information in this class will be in the textbook. Sometimes you will need to do research on your own in order to learn more about a certain topic. There internet contains wealth of information at your fingertips!

Safe Learning Environment

This classroom will be a safe learning environment for every individual as far as I am able to ensure that outcome. This means I will treat each student with respect, even if we don’t agree. Disagreement does not equal disrespect. We all bring different points of view, values, life experiences, and personal preferences. This diversity makes for great discussion and is welcome in the academic arena. I expect each student to respect the rights and needs of everyone in attendance.

There’s no shortage of remarkable ideas, what’s missing is the will to execute them. – Seth Godin
Expectations for this class

Instructor Behavior
• I promise to be professional, courteous, and respectful to students.
• I will begin and end class on time
• I will be prepared for each class session
• I will provide feedback and grade assignments in a timely manner
• I will be available for individual consultation
• I will clarify assignments and inform students of any adjustments to the class schedule

Student Behavior
Students are expected to be reflective, courteous, respectful and empathic to classmates, instructor and other college staff assisting in their learning. Students are expected to arrive on time for class and remain until class has ended. The instructor should be notified in advance if there is a need to leave early. Students will be expected to:
• Refrain from all tobacco and vape products, including chew!
• Mute mobile phones and pagers before entering classroom
• Be in class and be on time
• Be prepared for class sessions
• Participate in class activities
• Follow instructions and complete assignments
• Keep up with and turn in assignments by due dates
• Put forth their best efforts
• Exchange phone numbers with two classmates in order to keep current.
• Ask questions when they don’t understand
• Maintain knowledge of their grade status
• Contact instructor right away about concerns or situations that may interfere with their success in class
• Comply with policies found in the SCC Catalog and SCC Student Handbook

Academic Honesty
• Every student is expected to produce his/her own original work.
• Plagiarism is unacceptable and will not be tolerated.
• Plagiarism will result in being dropped from the course with a failing grade.
• Plagiarism will result in actions as outlined in the College Catalog.

To avoid plagiarism:
1. Do your own work. I encourage you to talk with friends or classmates about your assignments, but do not copy or share answers.
2. Cite your sources! Anytime you use quotes, information, or statistics from someone else, you need to include a citation.

Support
A variety of student services can be accessed online. Services are FREE for all registered SCC students. Visit: www.scottsdalecc.edu/college-resources

Accommodations
If you have a documented disability, including a learning disability, and would like to discuss possible accommodations, please contact the SCC Disabilities Resources and Services Office at 480-423-6517 or phyllis.jones@scottsdalecc.edu.

Sexual Harassment
Sexual harassment is any unwelcome, verbal or physical conduct of a sexual nature that is sufficiently severe, persistent, or pervasive that it alters working conditions and creates a hostile environment or reasonably interferes with, limits, or deprives a student of the ability to participate in or benefit from any educational program or activity.

Sexual harassment and discrimination in any college education program or activity, is prohibited. Students should report any discrimination and/or harassment they experience and/or observe to the Vice President of Academic & Student Affairs (SCC’s Title IX Coordinator); located in the Administration Building (AD), phone 480-423-6300.

To view the full Sexual Harassment Policy, refer to the Student Handbook – page 254: http://www.e-digitaleditions.com/t/134390

SCC General Education Statement
General Education enhances students’ abilities in critically analyzing and effectively communicating in Written, Oral, Visual, and Numerical form. General Education is WOVeN through the curriculum and co-curricular experiences at Scottsdale Community College.
Warning: Do not read the following content.

Your grade is not a commodity; it has not been purchased with tuition. You have every right to be graded fairly, but you do not have a right to any specific grade. Your grade is not a reflection of you as a person. Your grade is not a measurement of your time. Your grade IS an evaluation of performance. This means that your final grade in this course is dependent upon how well you demonstrate comprehension and application of the subject matter through the timely completion of the assignments, activities and projects in this class.

Assignments and quizzes are graded on point system, and letter grades will be calculated using the percentage of points earned compared to the points possible. Points are assigned for each criterion established for the purpose of evaluating each activity. In most instances there will be at least two, and usually more, distinct criteria specified for evaluation and grading of the student’s work. Students will receive ongoing progress and grade reports through Canvas. Participation and work will receive a percentage grade derived from the ratio of actual points to the total points possible.

All quizzes and assignments are due on the posted date/time. Late work submitted within 48 hours of the due date will be docked 10%. Late assignments submitted after 48 hours will be docked 20% to 50%, depending on the situation.

<table>
<thead>
<tr>
<th>Course Grade</th>
<th>Points*</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>A</td>
<td>900 - 1000</td>
<td>90% - 100%</td>
</tr>
<tr>
<td>B</td>
<td>800 - 899</td>
<td>80% - 89.9%</td>
</tr>
<tr>
<td>C</td>
<td>700 - 799</td>
<td>70% - 79.9%</td>
</tr>
<tr>
<td>D</td>
<td>600 - 699</td>
<td>60% - 79.9%</td>
</tr>
<tr>
<td>F</td>
<td>599 or less</td>
<td>0% - 59.9%</td>
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</table>

Attendance & Participation - You will earn 10 points for attendance and 5 points for participation in each class meeting, not counting the final exam. Full points are earned when you arrive on time, actively participate in the class, and do not leave early. You can earn up to four Free Class Passes that you may use for any absence. The free passes can be redeemed for the 10 attendance points of missed class meetings. Participation points are NOT included in the free pass. Exceptions may be made for verifiable mitigating circumstances as described of official absences, as describe in the SCC College Catalog, Section 2.3.2.

Assignments - There are several assignments during the course, either an article review or a case study. These are worth 20 to 35 points each.

Quizzes - Quizzes will be given most weeks and will cover specific topics from the textbook reading and the class notes. Quizzes are worth 20 to 30 points and will posted on Canvas. They open book with no time constraint. The purpose of quizzes is to assess your overall knowledge and preparation.

Final Exam - The final exam consists of 75 multiple choice questions, completed in class. The exam questions are taken from the textbook and class notes. It is NOT open book.

*Points shown above are for example purposes only. Actual course point totals will vary.

Other Very Important Items

Please refer to the SCC College Catalog and review information on the following topics:

- Campus Security Services
- Student Misconduct Policy
- Technology Skills Needed
- Web Based Applications
- Pregnant and Parenting Students
- Withdrawal Policy
- Academic and Support Services
- SCC Help Desk
- Help With Canvas

http://www.scottsdalecc.edu/about-scottsdale/college-catalog
## GBS151-24892  Tentative Class Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Day/Date</th>
<th>Lec</th>
<th>Topics</th>
<th>Reading</th>
<th>Assignments/Quizzes</th>
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<tbody>
<tr>
<td>1</td>
<td>Mon 1/23/17</td>
<td>1</td>
<td>Introductions &amp; Business Overview</td>
<td>Ch 1</td>
<td></td>
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<td></td>
<td>Wed 1/25/17</td>
<td>2</td>
<td>Global Environment</td>
<td>Ch 2</td>
<td>Assignments - Class Intro Stuff</td>
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<td>2</td>
<td>Mon 1/30/17</td>
<td>3</td>
<td>Cultural Issues in Business</td>
<td>Ch 3</td>
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<td>Wed 2/1/17</td>
<td>4</td>
<td>Business Ethics</td>
<td>Ch 4</td>
<td>Book Quiz - Chapters 1 &amp; 2</td>
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<tr>
<td>3</td>
<td>Mon 2/6/17</td>
<td>5</td>
<td>Corporate Social Responsibility</td>
<td>Ch 4</td>
<td>Notes Quiz - Weeks 2 &amp; 3</td>
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<td></td>
<td>Wed 2/8/17</td>
<td>6</td>
<td>Communication</td>
<td>Ch 5</td>
<td>Book Quiz - Chapters 3 &amp; 4</td>
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<td>4</td>
<td>Mon 2/13/17</td>
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<td>Choosing a Business Structure</td>
<td>Ch 6</td>
<td>Book Quiz - Chapters 5 &amp; 6</td>
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<td>Wed 2/15/17</td>
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<td>5</td>
<td>Mon 2/20/17</td>
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<td>Presidents Day</td>
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<td></td>
<td>Wed 2/22/17</td>
<td>9</td>
<td>Entrepreneurship</td>
<td>Ch 7</td>
<td>Article Review Assignment</td>
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<td>6</td>
<td>Mon 2/27/17</td>
<td>10</td>
<td>Business Planning</td>
<td>Ch 8</td>
<td>Notes Quiz - Weeks 4 &amp; 5</td>
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<td>Wed 3/1/17</td>
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<td>Accounting Basics</td>
<td>Ch 8</td>
<td>Book Quiz - Chapters 7 &amp; 8</td>
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<td>7</td>
<td>Mon 3/6/17</td>
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<td>Financial Resource Management</td>
<td>Ch 9</td>
<td>Notes Quiz - Weeks 6 &amp; 7</td>
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<td>Wed 3/8/17</td>
<td>13</td>
<td>Marketing Basics</td>
<td>Ch 11</td>
<td>Book Quiz - Chapters 9</td>
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<td>Mon 3/13/17</td>
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<td>Spring Break!</td>
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<td>Wed 3/15/17</td>
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<td>9</td>
<td>Mon 3/20/17</td>
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<td>Promotional Strategies</td>
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<td>Product Development</td>
<td>Ch 12</td>
<td>Book Quiz - Chapters 11 &amp; 12</td>
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<td>Employee Motivation</td>
<td>Ch 14</td>
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<td>Wed 3/29/17</td>
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<td>Human Resource Basics</td>
<td>Ch 15</td>
<td>Book Quiz - Chapter 14</td>
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<td>Managing Information Technology</td>
<td>Ch 16</td>
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<td>Wed 4/5/17</td>
<td>21</td>
<td>Operations Management (OPM)</td>
<td>Ch 17</td>
<td>Book Quiz - Chapter 15 &amp; 16</td>
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<td>12</td>
<td>Mon 4/10/17</td>
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<td>Personal Finance Part 1</td>
<td>Apx A</td>
<td>Notes Quiz - Weeks 12 &amp; 13</td>
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<td>Wed 4/12/17</td>
<td>23</td>
<td>Legal and Regulatory Issues</td>
<td>Ch 10</td>
<td>Book Quiz - Chapter 10 &amp; Apx A</td>
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<td>13</td>
<td>Mon 4/17/17</td>
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<td>Customer Service Skills</td>
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<td>Wed 4/19/17</td>
<td>25</td>
<td>Final Exam Review</td>
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<td>Notes Quiz - Weeks 14 &amp; 15</td>
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<td>14</td>
<td>Mon 4/24/17</td>
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<td>Final Exam Review</td>
<td>Review</td>
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<td></td>
<td>Wed 4/26/17</td>
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*Students are responsible for the information contained in this syllabus.*

*The information in this syllabus is subject to change based on the discretion of the instructor.*