



**SCOTTSDALE  
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE

Fall 2022

## **Course Information**

Course Title:	Introduction to Business
Course Prefix & Number:	GBS151
Section Number:	31745
Credit Hours:	3.0
Room Number:	BUS101
Course Dates:	8/23/2022 to 10/14/2022
Meeting Days:	Tuesdays and Thursdays
Meeting Times:	9:00am to 10:15am

## **Course Format**

This is an accelerated, 8-week hybrid course.

## **Instructor Information**

Instructor:	Mark Barton
Email:	mark.barton@scottsdalecc.edu
Phone:	480-425-6913
Office Location:	BUS130

Office Hours:

- In person on Tuesdays and Thursdays from 1:30pm to 2:30pm
- Online on Mondays and Wednesdays from 10:00am to 11:30am.
- By appointment on Fridays and other times Mon-Thurs

## **Course Description**

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

## Prerequisites

No prerequisites

## Course Competencies

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)

## Texts, Course Materials and Technologies

You are required to have access to the textbook and use it in during class. The book is *BUSN, 11th Edition*, by Kelly and Williams. ISBN: 9781337407120

## Course Policies

The following are policies specific to this course. Students are also responsible for the college policies included on the [Student Regulations](#) page of the Maricopa Community College District website.

## Grading Standards & Practices

### Grade Scale

Letter Grade	Points Range
A	90 – 100%
B	80 – 89.9%

Letter Grade	Points Range
<b>C</b>	70 – 79.9%
<b>D</b>	60 – 69.9%
<b>F</b>	0 – 59.9%

## Assignments

**Assignments** - This is an accelerated course, so we have more assignments due each week than in a traditional format course. Assignments include video summaries, review questions, quizzes, article reviews or case studies. Quizzes will be given cover specific topics from the textbook reading and the class notes. They are open book with no time constraint.

**Final Exam** - The final exam is worth 150 points and 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, and there IS a time limit.

## Response Time

Students can expect a response time of 24 hours, during the work week, for the instructor to respond to messages sent via the Canvas Learning Management System or email. Students can expect assignments to be graded within seven days of the assignment's due date.

## Attendance Policy

**Attendance & Participation** - You will earn 20 points for attendance and 5 points for participation in each class meeting, not counting the final exam day. Full points are earned when you arrive on time, actively participate in the activities, avoid causing distractions, and stay until the end of class. You must sign in each class to be marked present. If you are more than 5 minutes late, you will lose 2 participation points, and if you are more than 10 minutes late, all 5 participation points will be deducted. If you are more than 30 minutes late, or leave 30 minutes early, it will count as a half absence.

You can earn up to two Free Class Passes that can be redeemed for **20 attendance points** of missed class meetings. Participation points are NOT included in the free pass. If you miss **three class meetings in a row**, without contacting the instructor, you will be withdrawn. If you have more than **three total** absences you will be withdrawn. Exceptions may be made for *verifiable* mitigating circumstances as described of official absences, as describe in the SCC College Catalog, Section 2.3.2.

## Instructional Contact Hours (Seat Time)

This is a three (3) credit-hour course. Plan to spend at least three hours on course content or seat time (direct instruction) and six hours on homework weekly. Accelerated courses will require additional time per week.

## Online Tutoring

Online and hybrid students now have access to 24/7 online tutoring via *Brainfuse*. You may utilize up to 6 hours of online tutoring per semester for free.

To access Brainfuse and begin working with a tutor:

1. Visit the [SCC Online Tutoring page](https://www.scottsdalecc.edu/students/tutoring/online-tutoring)  
(<https://www.scottsdalecc.edu/students/tutoring/online-tutoring>)
2. Click the **Visit a tutor online** button
3. Enter your MEID and password
4. Choose your topic and subject
5. Click the **Connect** button

Please use your time effectively and be prepared with your questions before you connect to a tutor. Tutors and students communicate in real time through the Brainfuse Online Classroom. Whatever you type, draw, or share on the screen, the tutor sees, and vice versa. You may also want to have screenshots ready if applicable. All sessions are recorded for you to review later.

## Technology Statement(s)

### Third-Party Learning Tools

SCC utilizes a variety of software applications and web-based tools operated by third party vendors to support student learning. To allow student access to the application, site, or tool certain identifiable information may be required to establish a user name or password, submit work and/or download information from these tools. Inherent with all internet-based tools, there is risk that individuals assume when electing to use the products and services made available by these tools, as they may place information at risk of disclosure.

In this course, we will use Canvas to complete or participate in assignments, activities and/or access course materials. [Accessibility Statements and Privacy Policies](#) for all tools used at SCC are available.

To use the third-party tools responsibly, please observe all laws and the Maricopa Community College District [Student Conduct Code](#). Some specific aspects of law and conduct code to remember are prohibitions against copyright infringement, plagiarism, harassment or interferences with the underlying technical code of the software. As a student using a third-party learning tool, you have certain rights. Any original work that you produce belongs to you as a matter of copyright law. You also have a right to the privacy of your educational records. Your contributions to the third-party learning tool constitute an educational record. By using the third-party tool, and not taking other options available to you in this course equivalent to this assignment that would not be posted publicly on the internet, you consent to the collaborative use of this material as well as to the disclosure of it in this course and potentially for the use of future courses.