



**SCOTTSDALE
COMMUNITY COLLEGE**

A MARICOPA COMMUNITY COLLEGE

Fall 2022

Course Information

Course Title:	Introduction to Business.
Course Prefix & Number:	GBS151
Section Number:	31746
Credit Hours:	3.0
Room Number:	Online On Your Time
Meeting Days:	8/22/22 to 12/16/22
Meeting Times:	N/A

Course Format

The course format for this course is Online.

Instructor Information

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

Office Hours:

- In office, BUS130, on Tuesdays and Thursdays from 1:30pm-2:30pm
- Online on Mondays and Wednesdays from 10:00am to 11:30am. [Click here for Mark's virtual office hours \(Links to an external site.\)](#)
- 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

None.

Course Competencies (Class 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)

Texts, Course Materials and Technologies

BUSN, 11th Edition, by Kelly and Williams. ISBN: 9781337407120

You **MUST** have a textbook to complete this course. If you have not already purchased one, you need to do so ASAP. Copies are available at the SCC Bookstore. You may also rent a book or purchase a used copy from online retailers. You can also choose a hard copy format or eBook. **You only need the textbook itself, so don't buy any extra study codes or access codes.**

Course Policies

Please refer to Module 1 (Orientation and Policies) to review the course expectations, policies and procedures.

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%
C	70 – 79%
D	60 – 69%
F	0 – 59%

Assignments

All assignments are listed in your online Canvas calendar, as well as in the Modules section of this course.

Response Time

During the work week, students can expect a response time of 24 hours (usually less) for the instructor to respond to messages sent via the Canvas Learning Management System or email. Weekend response can take up to 72 hours, so make sure you ask questions early in the week if you need quick responses. Students can expect assignments to be graded within one week of the assignment's due date, although many assignments are graded within 24 hours.

Attendance Policy

If you get sick, have issues with work, or need to take care of family matters, please contact me so that I keep you in the course!

This is an online class, so attendance is counted when you submit assignments. If you go more than 10 days without completing an assignment, the Maricopa Community College District Office requires that I withdraw you from the course.

Instructional Contact Hours (Seat Time)

This is an accelerated, eight week, three (3) credit-hour course. Online learning is convenient, but not easy. You have the same amount of work (total) in this class that you would have in a traditional class, but in only one half the time! This means your workload will be heavier each week than you might think.

To be successful in this class, you must be committed to putting in an appropriate amount of time and effort each week. While the exact amount of time will vary, depending on your own circumstances, you should expect to spend between 8 and 10 hours per week for direct learning activities (class discussions, quizzes, case studies, and questions for the instructor). You will also need to budget substantial time to complete on indirect activities such as reading the textbook, reviewing assignment instructions, taking notes, watching videos, and doing research.

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.

Students are responsible for the information contained in this syllabus, the Syllabus page in your Canvas course and the **College Policies & Student Services** page found in the First Steps module of your Canvas course. Students will be notified by the instructor of any changes in course requirements or policies.