

Course Information

Semester & Year:	Fall 2023
Course Title:	Introduction to Business
Course Prefix & Number:	GBS151
Section Number:	20519
Credit Hours:	3
Start Date:	August 21, 2023
End Date:	December 15, 2023

Course Format

The course format for this course is The course format for this course is a 16-week, On Your Time online class. On Your Time means that you can work on your own schedule but you must meet the assignment due dates.

Instructor Information

Instructor:	Sue Sandblom
Email:	susan.sandblom@scottsdalecc.edu
Phone:	480.425.6792
Office Location:	BUS132
Office Hours:	Virtual via Google Meet - meet.google.com/mzs-fshi-fdu
	Monday 10:30 a.m. – Noon
	Tuesday 1:00 p.m. – 2:00 p.m.
	Wednesday 1:00 p.m. – 2:00 p.m.
	Thursday 10:30 a.m. – Noon

Course Description

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

Prerequisites

None

Course Competencies

1. Describe in writing the economic systems of capitalism, communism, socialism, and free enterprise; and identify major United States historical economic events.
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.
3. Describe in writing the marketing functions of promotion, selling, merchandising, distribution, producing goods, and producing services.
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.
5. Describe in writing the economic effects of international business and the laws affecting business.

Texts and Course Materials

BUSN12

Author: Kelly (select either paper or e-copy)

ISBN: 9780357123010 – eBook

ISBN: 9780357122945 - Paper copy

NOTE: You may purchase these books at the SCC or any other vendor. Used paper copies can be found online for much less.

Course Technologies

View the [Accessibility Statements & Privacy Policies](#) of technologies used in this course.

Maricopa Systems

This course uses key Maricopa systems for course management and communication.

- Canvas Learning Management System
- Student Maricopa Gmail Account

Synchronous Communication Tools

This course implements the use of web conferencing and/or other synchronous course tools.

- Google Meet

Streaming Media/Audio/Video Tools

This course uses YouTube.

Student Assignment Tools

This course requires students to participate in or submit assignments using desktop or cloud-based applications.

- Google Products
- Microsoft Office

Plagiarism Checker Tool (Turnitin)

Turnitin is a plagiarism check tool that matches text to a vast database of sources including the internet, published works, commercial databases and student work submitted to Turnitin in institutions internationally. Students must submit designated papers to Turnitin when instructed. Information and instructions for Turnitin are provided in the course. For your reference, read the [Turnitin Terms of Service](#).

Course Policies

The following are policies specific to this course.

There are two chapters due in a normal week, on Wednesday and Saturday. Students may turn in work up until Sunday that week without penalty. After that, late work is not

accepted for full-credit without a documented excuse. For legitimate reasons for late work, see the Orientation Module in Canvas.

There are two catch-up weeks, where students can turn in late assignments. These assignments will be assessed a 10% late penalty.

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

Generative Artificial Intelligence (AI) Policy

Opening Statement Regarding Generative Artificial Intelligence (AI)

The World Economic Forum defines generative AI as “a category of artificial intelligence (AI) algorithms that generate new outputs based on the data they have been trained on. Unlike traditional AI systems that are designed to recognize patterns and make predictions, generative AI creates new content in the form of images, text, audio, and more.”

Some examples of generative AI tools include but are not limited to: ChatGPT, Google Bard, Microsoft Copilot, Stable Diffusion, GrammarlyGo, and Adobe Firefly.

No Generative Artificial Intelligence (AI) Allowed

In this class, all work submitted must be your own. The use of generative AI tools will be considered academic misconduct (see Administrative Regulation 2.3.11 1.B(b)) and will be treated as such. If you are unsure if the tool or website you are using is a generative AI tool, please contact the instructor for further clarification before using the tool or 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

Assignment Name	Points	Percent of Grade
Content Videos	230	24%
Quizzes	190	20%
Discussion Boards/Responses	155	16%
Competency Assignments	125	13%
Critical Thinking Assignments	120	13%
Other	134	14%
TOTAL:	954	100%

Chapter	Due Date	Content Videos	Quizzes	Discussion Boards / Responses	Competency Assignments	Critical Thinking	Other	Points Per Chapter
Orientation	Aug 26		10				5	15
1	Aug 30	5	10	25 + 10				50
2	Sept 2	5	10		30		5	50
3	Sept 6	10	10	30 + 10				60
4	Sept 9	10	10	30 + 10				60
5	Sept 13	20	10					30
6	Sept 16	10	10		30			50
7	Sept 20	10	10					20
8	Sept 23	10	10			30		50
9	Sept 27	20	10		35			65
10	Sept 30	10	10			20		40
CATCH UP WEEK								
11	Oct 11	20	10				5	35
12	Oct 14	5	10	30 + 10				55
13	Oct 18	10	10					20
14	Oct 21	20	10			25		55
15	Oct 25	10	10					20
16	Oct 28	10	10				10	30
17	Nov 1	10	10					20
Appendix	Nov 4	10	10			20		40
Appendix 1	Nov 8	10			30			40
Appendix 2	Nov 11	5				25		30
CATCH UP WEEK								
Final Project	Dec 2	10					10	20
Final Project	Dec 9						100	100
TOTAL		230	190	155	125	120	135	955

Response Time

I usually respond to emails to susan.sandblom@scottsdalecc.edu within one business day, but often faster. If you have not heard from me after one business day, please email me again (and check the spelling of my name). My response to Canvas

messages may take two business days, as I am only notified of those once per day. Phone calls are usually responded to within one business day. If you have not heard from me after one business day, please call again.

Assignments will be graded within one week of the assignment due date.

Attendance Policy

Students who do not complete the Orientation Module by Sunday, August 27 will be withdrawn from class, so that a refund may be issued. Students who miss two chapters may be withdrawn from class anytime during the semester.

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.

Online Tutoring

SCC's tutors are available online to help with your courses. You may work with an SCC tutor remotely using Google Meet, your phone, or email. Visit the [Tutoring & Learning Centers](#) page for detailed information on the five learning center's hours and procedures.

As much as possible, it is highly recommended that you utilize SCC tutors since they are more familiar with SCC coursework, instructor expectations, and assignments; however, if you need to work with a tutor outside regular hours, online and hybrid students now have access to a 24/7 online tutoring service called Brainfuse. Brainfuse provides online tutoring in a variety of academic subjects. Each student may utilize up to 6 hours of online tutoring through Brainfuse per semester, and has the option of requesting additional time if needed.

To access Brainfuse and begin working with a tutor:

1. Visit the [SCC Online Tutoring Services Through Brainfuse](https://www.scottsdalecc.edu/students/tutoring/online-tutoring) page (<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 so 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 Brainfuse sessions are recorded for review later.

Learning Tools and Your Privacy and Security

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, and submit work and/or download information from these tools. Inherent with all internet-based tools, there is a risk that individuals assume when electing to use these tools, as they may place information at risk of disclosure.

To use learning tools responsibly, please observe all laws and the Maricopa Community College District [Student Conduct Code](#), such as copyright infringement, plagiarism, harassment or interference with the underlying technical code of the software. As a student using a 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 learning tools constitute an educational record. By using the 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.

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.