BUS 101
INTRODUCTION TO BUSINESS

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, marketed, and controlled.

<Prerequisites: ENG 100, MAT 105> 3 Cr (3 lect/pres, 0 lab, 0 other)

Course Focus
Focus in this course is providing an overview of business terms and concepts that serve well as a basis for more specialized business courses.

Text and References
BUSN5 bundled w/Coursemate ebook access code. 5th Edition. McGowen/ Kelley. Bundle# 978-1133-9036-42

Course Goals
The following list of course goals will be addressed in the course. These goals are directly related to the performance objectives. (*designates a CRUCIAL goal)

*1. calculate basic business profits
*2. diagram basic business building blocks
*3. identify business failure reasons
4. interpret percentage based data
5. name general business functions
6. list variety potential business careers
7. recognize basic business vocabulary
*8. recognize business environment examples
9. state production factors
10. draw supply demand curve
*11. explain business cycles
*12. state business enterprise characteristics
13. calculate balance of trade examples
14. name global trade barriers
15. differentiate business legal ethics issues
16. evaluate communication barriers
17. diagram organizational structures
*18. identify three basic organizational types
19. explain role importance entrepreneurship
20. differentiate stocks bonds roles
*21. document basic financial statements
22. differentiate debt equity corporate financing
23. interpret time value money
24. describe financial security types
25. state basic sources corporate funding
*26. quote basic marketing concept
27. provide product line mix examples
28. explain product development process
29. classify business consumer products
30. draw typical product life cycle
31. describe distribution channel roles
32. outline wholesale retail functions
33. calculate sales percentages
34. compose discussion question response
35. interpret marketing mix elements
36. identify promotion mix elements
37. distinguish promotion tools
38. recognize motivation theories
39. summarize Maslow theory
40. outline human resource functions
41. describe typical organization HR functions
42. outline total quality management process
43. provide information technology examples
44. write effective simple business document
45. write annual report analysis

**Student Contributions**
Each student will spend at least 6 hours per week preparing for class. Attendance is critical in this class. Students will complete weekly quizzes and two written papers along with class and online participation in discussion topics.

**Course Evaluation**
Your performance objective and exams will be translated to points and the points to grades. Your grade will be based on the percentage of point’s earned/the total number of points possible.

- (6) Weekly Assignments-150 points
- (1) Exam-200 points
- (1) Project-200 points

The grading scale for this course is as follows:
- 90-100=A
- 80-89=B
- 70-79=C
- 60-69=D
- 0-59=F

*Instructor reserves the right to modify the number of assignments and point totals as needed. Grade scale will not be modified.

Approved by: Kenneth Flick
Developed/Revised: 3/2013
Ken Flick, Division Dean for Business/Industrial Division
ADA STATEMENT
The Technical College of the Lowcountry provides access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation, contact the counselor for students with disabilities at (843) 525-8228 during the first ten business days of the academic term.

ACADEMIC MISCONDUCT
There is no tolerance at TCL for academic dishonesty and misconduct. The College expects all students to conduct themselves with dignity and to maintain high standards of responsible citizenship.

It is the student’s responsibility to address any questions regarding what might constitute academic misconduct to the course instructor for further clarification.

The College adheres to the Student Code for the South Carolina Technical College System. Copies of the Student Code and Grievance Procedure are provided in the TCL Student Handbook, the Division Office, and the Learning Resources Center.

ATTENDANCE
The College’s statement of policy indicates that students must attend ninety percent of total class hours or they will be in violation of the attendance policy.

- Students not physically attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Students taking an online/internet class must sign in and communicate with the instructor within the first ten calendar days from the start of the semester to indicate attendance in the class. Students not attending class during the first ten calendar days from the start of the semester must be dropped from the class for NOT ATTENDING.
- Reinstatement requires the signature of the division dean.

In the event it becomes necessary for a student to withdraw from the course OR if a student stops attending class, it is the student’s responsibility to initiate and complete the necessary paperwork. Withdrawing from class may have consequences associated with financial aid and time to completion.

- When a student exceeds the allowed absences, the student is in violation of the attendance policy. The instructor MUST withdrawal the student with a grade of “W”, “WP”, or “WF” depending on the date the student exceeded the allowed absences and the student’s progress up to the last date of attendance or under extenuating circumstances and at the discretion of the faculty member teaching the class, allow the student to continue in the class and make-up the work. This exception must be documented at the time the allowed absences are exceeded.
- Absences are counted from the first day of class. There are no "excused" absences. All absences are counted, regardless of the reason for the absence.
- A student must take the final exam or be excused from the final exam in order to earn a non-withdrawal grade.
- A copy of TCL’s STATEMENT OF POLICY NUMBER: 3-1-307 CLASS ATTENDANCE (WITHDRAWAL) is on file in the Division Office and in the Learning Resources Center.
HAZARDOUS WEATHER
In case weather conditions are so severe that operation of the College may clearly pose a hardship on students and staff traveling to the College, notification of closing will be made through the following radio and television stations: WYKZ 98.7, WGCO 98.3, WGZO 103.1, WFXH 106.1, WWVV 106.9, WLOW 107.9, WGZR 104.9, WFXH 1130 AM, WLVH 101.1, WSOK 1230 AM, WAEV 97.3, WTOC TV, WTGS TV, WJWJ TV, and WSAV TV. Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. www.tcl.edu/textalert.asp

Emergency Text Message Alert
Students, faculty and staff are highly encouraged to opt in to the Emergency Text Message Alert System. Participants receive immediate notification of emergency events and weather cancelations via text messaging on their cell phones. Participants can also opt in to receive non-emergency news and announcements. Go to www.tcl.edu. On the homepage, click on “emergency TextAlert at TCL” and fill out the form or go to www.tcl.edu/textalert.asp