TECHNICAL COLLEGE
OF THE LOWCOUNTRY

Technical College of the Lowcountry   Business Technology Division
921 Ribaut Rd.   Building 14, Room 116
Beaufort, SC 29901   843-525-8278

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, RDG 100
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
Textbook information and supplemental material for this course can be found on our TCL Bookstore website at:
        http://bookstore.tcl.edu/SelectTermDept

Course Goals
The following list of course goals will be addressed in the course.

1. Define business and discuss the role of business in the economy
2. Explain the evolution of modern business
3. Discuss the role of nonprofit organizations in the economy
4. Outline the core factors of production and how they affect the economy
5. Describe today's business environment and discuss each key dimension
6. Define economics and discuss the evolving global economic crisis
7. Explain and evaluate the free market system and supply and demand
8. Discuss key terms and tools to evaluate economic performance
9. Discuss business opportunities in the world economy
10. Explain the key reasons for international trade
11. Define ethics and explain the concept of universal ethical standards
12. Describe business ethics and ethical dilemmas
13. Discuss how ethics relates to both the individual and the organization
14. Define social responsibility and examine the impact on stakeholder groups
15. Describe how companies evaluate their efforts to be socially responsible
16. Explain the importance of excellent business communication
17. Describe the key elements of nonverbal communication
18. Compare, contrast, and choose effective communication channels

19. Demonstrate an understanding of the characteristics of the four basic forms of business ownership
20. Evaluate the pros and cons of the partnership as a form of business ownership
21. Explain the key reasons to launch a small business
22. Describe the typical entrepreneurial mindset and characteristics
23. Analyze the opportunities and threats that small businesses face
24. Discuss ways to become a new business owner and tools to facilitate success
25. Define accounting and describe how accounting information is used by a variety of stakeholders
26. Identify the purposes and goals of generally accepted accounting principles
27. Describe the key elements of the major financial statements
28. Describe the tools financial managers use to evaluate their company's current financial condition and develop financial plans
29. Identify the key issues involved in determining a firm's capital structure
30. Describe how financial managers acquire and manage current assets
31. Explain how financial managers evaluate capital budgeting proposals to identify the best long-term investment options for their company
32. Describe and compare the major types of securities that are traded in securities markets
33. Explain how securities are issued in primary market and traded on secondary market
34. Discuss the objectives, the process, and the scope of marketing
35. Identify the role of the customer in marketing
36. Explain each element of marketing strategy
37. Describe the consumer and business decision-making process
38. Discuss the key elements of marketing research
39. Explain the roles of social responsibility and technology in marketing
40. Define distribution and differentiate between channels of distribution and physical distribution
41. Outline core pricing objectives and strategies
42. Discuss the role of management and its importance to organizational success
43. Outline the categories of business planning and explain strategic planning
44. Discuss the organizing function of management
45. Explain the role of managerial leadership and the key leadership styles
46. Describe the management control process
47. Explain the importance of human resources to business success
48. Discuss human resources planning and core human resources responsibilities
49. Describe how data become information and how decision support systems can provide high-quality information that helps managers make better decisions
50. Explain how Internet-based technologies have changed business-to-consumer and business-to-business commerce
51. Define operations management and discuss the key responsibilities of operations managers
52. Explain how changes in technology have revolutionized operations management

Student Contributions
Each student will spend at least 6 hours per week preparing for class. Attendance is critical in this class and participation in class discussions greatly enhances the learning experience for all students.

Course Evaluation
This class will have exams, projects, assignments and quizzes during the course. Each exam will be based on textbook assignments, lecture material, and classroom discussions from the period preceding the exam. The student must earn a grade of C or better in order to pass the course.

The grading scale is as follows:

A = 92 to 100,
B = 80 to 91,
C = 70 to 79,
D = 60 to 69.
F = Below 60

Course Schedule
This course is offered in-class. Course assignments will be distributed during class time. Course content will be taught in the order that can be found on the syllabus addendum – tentative schedule.

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.

ONLINE ATTENDANCE PROCEDURE

For all online courses, students must complete an assignment designated by the instructor during the first week of classes. The instructor will drop the student from the course if the initial assignment is not completed.

Instructors will withdraw students from the class when 90% attendance is not maintained. Attendance in an online course is defined by regular course access and by timely completion of assignments as required by the instructor. Each student will be expected to access the web class at least once a week and complete 90% of assignments on time. Additional access is encouraged and may be necessary for successful completion of classes.

Failure to log in and complete assignments will result in the student being withdrawn from the course. The instructor will assign a grade of "W," "WP," or "WF" based upon the student's academic standing as the last date of attendance, which is the last login. Students are responsible for any financial matters associated with an administrative withdrawal. If a fails to email the instructor (using the my.tcl.edu email account) requesting to be dropped from the course and has not submitted the initial assignment required during the first week of class, the instructor will assign a "Never Attended" code in the student information system (web-advisor) no later than ten calendar days after the first day of the class. Students who are dropped as a result of never attending the course are still responsible for all fees associated with the course.

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

GRADING METHODOLOGY

The final grade must be 70 or more (a grade "C" or better) in order to pass the course and progress to the next course. Students absent from an examination or presentation will receive a "0" grade for the examination unless other arrangements are made with the individual instructor prior to the examination or presentation day or on the examination or presentation day before the test/presentation is scheduled to be given.

The student is responsible for notifying the instructor for the reason of the absence. It is also the responsibility of the student to contact the appropriate instructor to arrange to make up the examination. Arrangements may be completed by telephone.

If the instructor is not available, a message should be left on the instructor's voice mail AND with another member of the faculty or administrative assistant. The make-up exam will be scheduled and the instructor will decide the method of examination. Messages sent by other students are unacceptable.

STATEMENT OF NON - DISCRIMINATION
The Technical College of the Lowcountry is committed to a policy of equal opportunity for all qualified applicants for admissions or employment without regard to race, gender, national origin, age, religion, marital status, veteran status, disability, or political affiliation or belief.

<div align="center">Syllabus Safety Addendum</div>

<div align="center">**Purpose**</div>

The purpose of this safety addendum is to provide each student with safety guidelines during an incident, emergency, or disaster at TCL. In addition, it provides students guidelines for lockdown procedures, evacuation procedures, and active shooter.

<div align="center">**Definition**</div>

An incident is any event, potential or actual, that may impact normal operations but has no immediate health or life threatening consideration or serious effect on the overall functional capacity of the College. An event of this nature should be reported to the Office of the Vice President for Administrative Services. Also notify the off-site campus administrator if applicable.

An emergency is any incident, potential or actual, which may endanger life or health or which affects an entire building or buildings, and will disrupt the overall operations of the College. Outside emergency services will probably be required, as well as major efforts from campus support services. Major policy considerations and decisions will usually be required from the college administration during times of crises. An emergency should be reported immediately by directly using **911** if life or health/injury considerations exist and then to the Office of the President or Vice President for Administrative Services as quickly as possible. Also notify the off-site campus administrator if applicable.

A disaster is any event or occurrence that has taken place and has seriously impaired or halted the operations of the College. In some cases, mass personnel casualties and severe property damage may be sustained. A coordinated effort of all campus-wide resources is required to effectively control the situation. Outside emergency services will be essential. In all cases of disaster, an Emergency Control Center will be activated, and the appropriate support and operational plans will be executed. The disaster should be immediately reported, first by calling **911** and then to the Office of the President or Vice President for Administrative Services. Also notify the off-site campus administrator if applicable.

<div align="center">**Types of Emergencies**</div>

- ➢ Hurricane
- ➢ Tornado
- ➢ Fire
- ➢ Biochemical or Radiation Spill
- ➢ Explosion/Bomb

- ➢ Downed Aircraft (crash which directly impacts campus operations)
- ➢ Utility Failures
- ➢ Violent or criminal behavior
- ➢ Psychological Crisis

Procedures

Active Shooter
Run/hide/fight (http://www.fbi.gov/about-us/cirg/active-shooter-and-mass-casualty-incidents/run-hide-fight-video)

Building Evacuation
1. Building evacuations occur when an alarm sounds and/or upon notification by Security or the Emergency Director.

2. When the building evacuation alarm is activated during an emergency, individuals should exit according to the building evacuation plan and alert others to do the same.

3. Once outside, individuals should proceed to a clear area that is at least 500 feet away from the affected building. Streets, fire lanes, hydrant areas and walkways should be kept clear for emergency vehicles and personnel.

4. Individuals should not return to an evacuated building unless told to do so by Security or the Emergency Director.

5. Individuals should assist persons with disabilities in exiting the building. Elevators are reserved for disabled persons

Campus Evacuation
1. A uniformed Security Guard, the Emergency Director, or an Emergency Resource Team member will announce evacuation of all or part of the campus grounds.

2. All persons (students and staff) are to immediately vacate the campus, or in the case of a partial evacuation relocate to another part of the campus grounds as directed.

Lockdown
1. Clear the halls

2. Report to the nearest classroom/office

3. Assist those needing special assistance

4. Ensure classroom/office doors are closed and locked

5. Turn off lights

6. Stay away from doors and windows (out of the line of sight)

7. BE QUIET and follow instructor's directions

8. Silence cell phones

9. Wait for the "All Clear" before leaving

Revised: 7/10/2019