

EAST GEORGIA COLLEGE
A unit of the University System of Georgia
131 College Circle
Swainsboro, Georgia 30401-2699
(478) 289-2159

Fall 2010
Semester

ECON 2105: Introduction to Business (online)
CRN: 80349

I. Instructor: Mr. Jermaine Whirl, MBA
Instructor of Economics

II. Office information: Location, Phone, E-Mail, and Hours

Office: Statesboro Center, 1525 A Fair Road, Statesboro, GA 30460

Phone: (912) 688-6974 Fax: (912) 486-7058

E-mail: jwhirl@ega.edu

Website: www.ega.edu/facweb/jwhirl

Office Hours:

Monday & Wednesday - 10:00AM-1:00PM

Tuesday & Thursday- 11:00AM-1:00PM;

Online Office Hours: Tuesday & Thursday from 5:00PM-6:00PM

(Appointments also available)

III. Course number, title, and description:

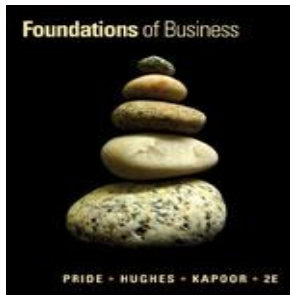
BUSA 1105, Introduction to Business

This course is designed to introduce you to the workings of U.S. businesses. The course is an integrative study of the functional areas of business, including finance, operations, marketing, and human resources. Additional topics of discussion involve contemporary business issues of ethics, e-commerce, leadership, and entrepreneurship.

Course Objectives

- Identify and distinguish between various economic systems and forms of businesses
- Understand and integrate key business functions
- Comprehend and apply mechanics of US economic system
- Expand and apply ethics and social responsibility in business practices
- Evaluate a business' utilization of business functions, business ethics, and social responsibility
- Apply ethical decision-making in case study analysis
- Explain basic issues involved in creating and running a small business
- Understand and evaluate effective use of marketing processes
- Recognize and apply pricing, distributing, and promoting decisions
- Distinguish between management and leadership
- Understand basic concepts of securities and investments and manage an investment portfolio of business stocks

Textbook: *Foundations of Business*, 2th Edition, 2008, Pride, Hughes, & Kapoor (Book is Required!)
Publisher: South-Western Cengage- Learning; ISBN 13 Digit: 978-0-538-74451-5
Textbook Website: www.cengage.com/introbusiness/pride



Grading Scale

Each Student can earn a total of 700 Points

Breakdown

Exam 1=100 Points

Exam 2= 100 Points

Final Exam= 100 Points

Weekly Quizzes= 120 @ 10 Points Each

Discussion Board= 130 @ 10 Points Each

Business Applications= 150 Points (5 @ 30 Points Each)

Grading:

A= 621-700

B= 541-620

C= 461-540

D=301-460

F=0-300

Exams

All exams must be taken on the Swainsboro Campus. A specific amount of time will be allotted in which to complete each exam. The instructor will give you two weeks noticed before exams will given. Please plan

accordingly to obtain transportation to take the exams. The exams will be mixture of multiple choice, true/false, & short answer questions.

Quizzes

All quizzes must be taken on Webct Vista. All quizzes are open book. As such, students can expect more challenging questions on quizzes. A specific amount of time will be allotted in which to complete each quiz. This time begins as soon as the quiz is opened.

Discussions

Your discussion grade will be based on both your original post and a response post commenting and/or adding to the discussion of another classmate. You will respond to a weekly discussion question posted by your instructor. In addition, you must also post at least one reply to a classmate's post per week. To receive full credit, posts must contribute to the discussion. For example, posts such as "I agree", "That was a good thought", "Yup", "I didn't see it that way", etc will not earn credit.

Tentative Course Schedule

Week	Content	Assignment	Open Date	Close Date
1	Introduction	Welcomes, Introduction of The Business Plan Project	16-Aug	22-Aug
2	Chapter 1	Chapter 1 Quiz & Discussion	23-Aug	29-Aug
3	Chapter 4	Chapter 4 Quiz & Discussion	30-Aug	5-Sep
4	Chapter 6	Chapter 6 Quiz & Discussion	6-Sep	12-Sep
4	Chapter 7	Chapter 7 Quiz & Discussion	13-Sep	19-Sep
5	Exam 1	Chapters 1,4,6, & 7 in Swainsboro	20-Sep	24-Sep
6	Chapter 11	Chapter 11 Quiz & Discussion	26-Sep	1-Oct
7	Chapter 12	Chapter 12 Quiz & Discussion	3-Oct	8-Oct
8	Chapter 13	Chapter 13 Quiz & Discussion	10-Oct	15-Oct
9	Chapter 2	Chapter 2 Quiz & Discussion	17-Oct	22-Oct
9	Exam 2	Chapters 11,12, 3, & 2 in Swainsboro	25-Oct	29-Oct
10	Chapter 15	Chapter 15 Quiz & Discussion	31-Oct	05-Nov
11	Chapter 16	Chapter 16 Quiz & Discussion	07-Nov	12-Nov
12	Chapter 9	Chapter 9 Quiz & Discussion	14-Nov	19-Nov
13	Chapter 10	Chapter 10 Quiz & Discussion	14-Nov	19-Nov
14	Thanksgiving	No Class	21-Nov	26-Nov
15	Chapter 3	Chapter 3 Quiz & Discussion	28-Nov	3-Dec
16	Paper Due			3- Dec
17	Final Exam	Chapters 15,16,9,10, & 3	6- Dec	

Make-Up Policy

No make-up work will be given due to the online format of this course. Ample time is allowed in which to complete all exams and fulfill all requirements.

Course Outline:

Test One Material:

- I. Introduction to Macro-Markets
 - a. Firm understanding of the Macro economy
 - b. Background in Demand/Supply
 - c. GDP
 - d. Factors of Production
 - e. Inflation
 - f. & Economic Systems

- II. Introduction to Business Structures
 - a. Forms of Businesses in the USA
 - b. Legal Aspects of Starting a Business
 - c. Advantages & Disadvantages of Each

- III. Introduction to Management
 - a. Strategic Planning for a Business
 - b. Understanding of Different Types of Management
 - c. Role of Managerial Leadership
 - d. Management Styles

- IV. Introduction to Organizational Structure
 - a. Understanding different types of organizational structures
 - b. The Development Process of Organizational Structures
 - c. Developing Organizational Learning
 - d. Developing Organizational Culture

Test Two Material:

- I. Introduction to Marketing
 - a. Understand what marketing is and what it is not.
 - b. Development of a marketing plan
 - c. Understand a marketing mix
 - d. Understand Consumer Behavior
 - e. Develop a Target Market

- II. Strategic Marketing and Pricing
 - a. Developing a Pricing System for products or services
 - b. Understand Product Life Cycles
 - c. Develop a product line and product mix
 - d. Develop Marketing Budget

- III. Understanding Advertising

- a. Select Channels to sell products
 - b. Develop a marketing and advertising plan to sell products globally
 - c. Understand barriers of advertising
 - d. Develop a distribution Plan
- IV. Importance of Business Ethics
- a. Develop an Ethics Plan for your Business
 - b. Understand the importance of ethics
 - c. Understand Business Laws/ Domestic and International
 - d. Understand Employment Laws (Domestic)

Final Exam Material:

- I. Understand Accounting Data
- a. Be able to create a balance sheet
 - b. Be able to create an income statement
 - c. Develop a sales forecast
 - d. Evaluate financial Data
- II. Understanding Financial Data
- a. Be able to develop a cash-flow statement
 - b. Develop a financial plan
 - c. Understand different types of financial options
 - d. Understand different types of investment options
 - e. Understand benefits of equity and debt financing
- III. Human Resources Management
- a. Selection of Employees
 - b. Develop an HR Plan
 - c. Pay/Salary Scales
 - d. Selection Process/Interview Process
 - e. Development of Job Analysis & Description
 - f. Employment Benefits
- IV. Motivating Employees
- a. Understand Leadership Theories
 - b. Understand Worker Theories
 - c. Develop Working Conditions
 - d. Employee Retention & Development
- V. Understanding Global Forces Impacted the business
- a. Develop a SWOT Analysis
 - b. Understand Competition from global firms
 - c. Develop a marketing plan to sell products globally
 - d. Understand barriers of trade
 - e. Understand reasons for Foreign Direct Investment
 - f. Understand Benefits and Costs of doing Business Overseas

****Final Exam****

This is a tentative schedule only. The instructor reserves the right to change any and all items and timing of the schedule. Any changes that are made will be communicated in a timely manner.

Absence Policy:

You should log into the course at least 3 times a week. Additionally, you should spend no less than 7-8 hours a week logged on. However, there typically is a high correlation between grades and attendance. I.E. those who attend class usually succeed in the course!

X. Make-up Policy:

Quizzes cannot be made-up! Exams must be taken on the date given. No late assignments will be accepted. NO EXCEPTIONS.

XI. Plagiarism:

Plagiarism & Academic Dishonesty (please see EGC Student Handbook
http://www.ega.edu/counseling_center/handbook2008.pdf

XII. ADA Statement (can be found at
http://www.ega.edu/counseling_center/disabilityaccommodations.htm

XIII.

Course Withdrawal Policy Statement: Students are responsible for their own academic progress. Decisions regarding withdrawal from courses should only be made after consultation with an academic advisor. Before withdrawing from a course, students must meet with a Financial Aid representative to discuss their personal financial aid situation. More information regarding withdrawal from courses can be found in the EGC catalog at <http://www.ega.edu/registrar/catalog/Catalog0809.pdf>

XIV.

I. Campus Emergency Policy:

- a. In the event the fire alarm is sounded, everyone must evacuate the building at once and in a calm and orderly fashion, using the nearest exit. In the event of a severe weather warning everyone must proceed immediately to the nearest designated shelter area which are marked by a small tornado symbol. All severe weather shelter locations are posted on the EGC website. Each student should, on the first day of class, determine the location of the nearest exit and the nearest designated shelter area for each of his or her classrooms. If you have difficulties locating either ask your instructor to assist you.
- b. The **Connect-ED** system is a communication service that enables East Georgia College administrators and security personnel to quickly contact all East Georgia College students, faculty and staff with personalized voice and text messages that contain emergency-related campus information (e.g., campus closing, campus threat, health scare, etc.) With **Connect-ED**, East Georgia College students can be reached and provided with vital instructions anywhere, anytime, through their cell phones, home phones, e-mail, TTY/TDD receiving devices, or other text-receiving devices. (<http://www.ega.edu/connected.pdf>)

- c. EGCS students should make themselves familiar with Georgia Southern University's Emergency Response Plan
<http://services.georgiasouthern.edu/ess/Emergency%20Response%20Plan.pdf>
In the event of an emergency, EGCS students should follow the instructions of EGCS faculty and staff members and GSU campus officials.