**Business 101**: **Introduction to Business**  
**Spring 2024  
T/TR 9:30-10:45/11-12:15**

**Instructor**: Jessica Akers, M.B.A, C.P.A.E.

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\*\*Please be advised the quickest way to contact me on a consistent basis is by email.  
  
**Course Description**

This course is designed to provide an overview of the many facts of business organizations and their functions and operations, both in the United States and elsewhere. Topics include forms of ownership and the processes used in production, marketing, finance and accounting, human resource and management in business operations, as well as the global dimensions of business.

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**Course Objectives**  
After completing the course, the student will be able to:

1. After completing the course, the student will be able to:
2. Describe the basic structure, processes and functions of management in a business organization; compare and contrast leadership styles; and the list of functions of traditional line and staff organizational units.
3. Discuss the fundamental elements of marketing goods and/or services in our economic system, international economic systems, and e-commerce.
4. Describe the functions of human resource management, methods of promoting and successfully using teamwork within an organization.
5. Describe and discuss the characteristics of effective financial management, including financial planning, the accounting process, financial statements, budgeting, and sources of short and long-term finance.
6. A cover of a book

   Description automatically generatedAnalyze the effect of domestic and global economic conditions and ethical practices on business performance.

### **Required Materials:**

### **Textbook**

M: Business 7th Edition  
by O.C. Ferrell

ISBN-10: 1260598160  
ISBN-13: 978-1260598162

**Canvas:**

Canvas is the learning management system at Reinhardt.  If you need more information about how Canvas works you can reach out to CITEL or myself to assist.

All assignments and exams will be administered in Canvas.  Students will be tested over basic terminology from the readings and lecture materials.  Exams will be multiple choice and True/False.   The goal of the exams is to ensure you leave the class with a basic level of management terminology that you can apply in a business setting.   
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**Class Participation and Performance**

1. Reading Policy: Make sure to read all chapters, complete the reviews, and click submit.
2. Canvas: For this online course, you are required to participate in online discussions about management and management styles. Those failing to participate not only impact their grade but make it more difficult for others to participate. Please make sure to post early and post often.

**Missing an assignment:** You must take exams and quizzes at the assigned times.  Missing a test is permitted only under dire circumstances.  The examination schedule will be followed.  Please arrange your life so that you can complete your exams and other assignments according to the course schedule.  **If you miss a graded assignment or test**, you will be required to present a doctor’s excuse the **day you return back to class** in order to make up the missed work.  A note from the campus nurse is also acceptable.  You will be required to make up the work on the date the instructor specifies, which will be outside of the regularly scheduled class time.  If a homework assignment is due and you miss class, please make sure to submit the assignment prior to missing class.

**Late Work:** Late work and missing exams is not accepted.  Please note your calendar with the due dates for graded exercises.

If you have a medical excuse for your absence, please provide it to me the day you return to class (physician’s office or school nurse).  I will provide you with a new due date for the assignment.  I am a reasonable person, so if you are ill please take care of yourself. However, I do want to be fair to the rest of the class and I can’t allow students to turn in the work after everyone else has worked to meet the prescribed deadlines if they aren’t sick or have an emergency situation.

If you have to travel for work, just let me know in advance and we’ll determine the best course of action prior to your leaving town.

**ASO Students**: Please notify me on the first day of class (after class—this is something we don’t’ need to discuss w/the entire class) that you are an ASO student and if you need a note taker or need additional time testing, so we can prepare for the assistance in advance.  If you fail to notify me in advance, I cannot help you with alternate testing schedule, etc. (meaning, when I pass out the test—don’t ask for help then!)  Students with disabilities needing accommodations must contact Academic Support Office prior to contacting me during office hours.

**Office 365**: Through your technology fee at Reinhardt, you receive Office 365, which gives you access to Office 2013 for up to 5 devices.  You can also download Office 2013 on a computer for just the time you are working on that machine (Office on Demand).  Therefore, there are never any excuses for you to not do your assigned homework outside of class.  Office 365 will be available to you as long as you are a Reinhardt student this academic year.  There is a bookmark in EagleWeb to the Office 365 login [https://login.microsoftonline.com/login.srf?bk=1408367739 (Links to an external site.)](https://login.microsoftonline.com/login.srf?bk=1408367739) .  Through Office 365, you can view your Reinhardt email, save documents to OneDrive (cloud based server), so you can access your files anywhere, & manage your calendar.

**Instructional Methods**

* 1. Class lectures highlighting course material as well as class discussions via Canvas discussion boards.
  2. A qr code on a white background

     Description automatically generatedRequired textbook reading. You will need this for reviewing and testing your understanding of concepts from class lecture and your reading of the textbook.
  3. Go to this QR code to complete extra credit (worth 5 more points) and then email me a sentence or two about the video.
  4. Use of Canvas for collecting assignments and distributing class materials.
  5. Use of Canvas testing, quizzes, discussions, and more.
  6. Assignments are due at Midnight on Sundays unless noted for the final week.

**COVID Statement:**

Please ensure you know what Reinhardt’s current COVID policy is.

All students, faculty, staff and administration at Reinhardt University are subject to changes in policies if mandated by the State of Georgia. Current policies and procedures can be found at:  <https://www.reinhardt.edu/back-to-campus>. If you have any questions, please refer to the website or contact Reinhardt University at the numbers below.

Campus Nurse within the Student Health Center nurse@reinhardt.edu, 770-720-5542 or [www.reinhardt.edu/nurse](http://www.reinhardt.edu/nurse). Public Safety Non-Emergency Phone: 770.720.5789 Emergency Phone: 770.720.5911 [publicsafety@reinhardt.edu](mailto:publicsafety@reinhardt.edu)

Dean of Students deanofstudents@reinhardt.edu, 770-720-5540 / Office of the VPAA 770-720-9102

**Grading and Evaluation Criteria**

1. This class assumes the student is working in a business environment.
2. Considerable attention (and grading premium) will be given to following directions (both written and in class).
3. All assignments will be graded based upon the appropriateness of its presentation as well as on its content.
4. Corrections or appeals should be made within **2 days** of receiving your final grade.
5. **Grades:**  If you would like to discuss your grades, you may schedule a meeting outside of class.  I don’t discuss your grades in class because there isn’t time and there are privacy policies that protect your rights (so others aren’t aware of your grades).
6. **Grading:**  If you feel that you have received an “unfair” grade for an assignment you can opt to have the College Dean or any other faculty member he/she might assign to the project to grade the assignment and you will receive the grade that they feel is earned for the assignment.  However, if this grade is lower than the previously assigned grade by the instructor you will receive the final grade offered by the College Dean, so make sure you feel you have grounds for appeal.  Please speak directly with the instructor in an “out of class” meeting concerning your grades.
7. **Academic Honesty:**  Please see the section of the general catalog which describes the college policy on academic honesty. The policy provides descriptions of what violates the policy and of what penalties may be imposed for violations.  Failing grades will be assigned for any work which does not meet the standards of academic honesty.  **Any violation of academic honesty can result in a failing grade in a course.** It is very easy to copy/share your files.  However, if you don't complete the work you won't learn from it & your exam grade will reflect this failure on your part.  If I detect or observe sharing of work you will receive an F.
8. **Attendance:**  Each student will be responsible for a variety of assignments that may include oral presentations.  If you fail to participate in those class periods, you will receive an F for those projects.

**Assignments:**

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| **Assignment Types** | |
| Chapter Review Quizzes (10 points per chapter) | 160 points |
| Discussions (25 points each) | 100 points |
| Weekly Definitions & Dictionary  (10 weeks-10 points per week & final 50 points) | 150 points |
| Self-Reflection Paper | 100 points |
| Midterm | 50 points |
| Final Exam | 50 points |
| Class Participation | 40 points |
| **Total** | 650 points |

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| --- | --- |
| **Grading Scale:** | |
| **Percentage of Points Earned** | **Corresponding Letter Grade** |
| 90 to 100% | A |
| 80 to 89% | B |
| 70 to 79% | C |
| 60 to 69% | D |
| 0 to 58% | F |

**Discussions:**

You will post a response to 4 Discussion Topics assigned by the professor. You will post your views of the topic (minimum of 2-paragraphs) AND respond to 2 other classmates (1-paragraph minimum per response) in the discussion. You will be respectful and thoughtful in your discussions. Failure to do so will result in a failing grade on the assignment.  Each topic is worth 25 points. See the assignment due dates below to know when assignments must be posted as well as responses completed. You will find these topics in the forums on Canvas.

**Weekly Definitions:**

You will create a Dictionary of Business Terms throughout this course. For your final Dictionary, you will have a cover page, table of contents, terms, and definitions. This will be made up of your weekly definitons you’ve submitted. For your definitions, you will post your definitions in Canvas each week. Each definition will have the technical term, the term in your words, and the reference for the term. You will have 4 definitions per weekly assignment (a total of 40 terms).

**Quizzes/Midterm/Final**

All quizzes and exams will be on Canvas. You will want to save your questions from each chapter quiz as they will be building your midterm and final exam. Assignments will close at midnight on their due date.

**Self-reflection Paper:**

You will provide a self-reflection at the end of the course based on your learnings throughout the course. This paper is meant for you to evaluate your future path within this program and what your goals are after completing your degree. While writing your paper, consider your future, your personality and what you have learned from your readings and discussions in class. This paper does not need to be APA style and needs no outside references. Paper should be a minimum of 2 pages, no longer than 5.

See the assignment due dates below to know when assignments must be posted as well as responses completed.

**Tentative Class Schedule**

\*\*Any changes to the schedule will be posted in Canvas and announced in class.  Details of assignments will be posted in Canvas.

**Week 1  
January 8-14  
NO IN PERSON CLASS January 11**

Homework:   
-Read Chapter 1: The dynamics of business and economics  
-Complete Chapter 1 Quiz *(Due January 14 at Midnight)*  
-Complete Discussion Board 1 *(Due January 14 at Midnight)*

**Week 2  
January 15-21  
NO IN PERSON CLASS January 16**

Homework:   
-Read Chapter 2: Business ethics and social responsibility  
-Complete Chapter 2 Quiz *(Due January 21 at Midnight)  
-Weekly Definitions 1(Due January 21 at Midnight)*

**Week 3  
January 22-28**

Homework:   
-Read Chapter 3: Business in a borderless world  
-Complete Chapter 3 Review Quiz *(Due January 28 at Midnight)  
-Weekly Definitions 2 (Due January 28 at Midnight)*

**Week 4  
January 29-February 4**

Homework:   
-Read Chapter 4: Options for organizing business  
-Complete Chapter 4 Review Quiz *(Due February 4 at Midnight)  
-*Complete Discussion Board 2 & Responses (Due February 4 at Midnight)  
*-Weekly Definitions 3 (Due February 4 at Midnight)*

**Week 5  
February 5-11**

Homework:   
-Read Chapter 5: Small business, entrepreneurship, and franchising  
-Complete Chapter 5 Review Quiz *(Due February 11 at Midnight)  
-Weekly Definitions 4 (Due February 11 at Midnight)*

**Week 6  
February 12-18**

Homework:   
-Read Chapter 6: The nature of management  
-Complete Chapter 6 Review Quiz *(Due February 18 at Midnight)  
-Weekly Definitions 5 (Due February 18 at Midnight)*

**Week 7   
February 19-25**

Homework:   
-Read Chapter 7: Organization, teamwork, and communication  
-Complete Chapter 7 Review Quiz *(Due February 25 at Midnight)*

**Week 8  
February 26-March 3**

Homework:   
-Read Chapter 8: Managing operations and supply chains  
-Complete Chapter 8 Review Quiz *(Due March 3 at Midnight)*  
-Complete Midterm Online (Chapters 1-8) *(Due March 3 at Midnight)*

**Week 9  
March 4-10**

Spring Break

**Week 10  
March 11-17**

Homework:   
-Read Chapter 9: Motivating the workforce  
-Complete Chapter 9 Review Quiz *(Due March 10 at Midnight)  
-Weekly Definitions 6 (Due March 10 at Midnight*   
-Read Chapter 10: Managing human resources  
-Complete Chapter 10 Review Quiz *(Due March 17 at Midnight)*  
-Complete Discussion Board 3 & Responses *(Due March 17 at Midnight)  
-Weekly Definitions 7 (Due March 17 at Midnight)*

**Week 11  
March 18-24**

Homework:   
-Read Chapters 11: Customer-driven marketing  
-Complete Chapter 11 Review Quiz (Due March 24 at Midnight)  
*-Weekly Definitions 8 (Due March 24 at Midnight)*

**Week 12  
March 25-31**

Homework:   
-Read Chapters 12 & 13: Dimensions of Marketing// Strategy & Digital Marketing and Social Media  
-Complete Chapters 12 & 13 Review Quizzes *(Due March 31 at Midnight)  
-Weekly Definitions 9 (Due March 31 at Midnight)*

**Week 13  
April 1-7**

Homework:   
-Read Chapters 14: Accounting and financial statements  
-Complete Chapters 14 Review Quiz *(Due April 7 at Midnight)  
-Weekly Definitions 10 (Due April 7 at Midnight)*

**Week 14  
Aprli 8-14**

Homework:   
-Read Chapter 15: Money and the financial system  
-Complete Chapter 15 Review Quiz *(Due April 14 at Midnight)*-Complete Discussion Board 4 & Responses *(Due April 14 at Midnight)*

**Week 15  
April 15-21**

Homework:   
-Read Chapters 16: Financial management and securities markets  
-Complete Chapters 16 Review Quiz*(Due April 21 at Midnight)   
-Dictionary of Business Terms (Due April 21 at Midnight)*

**Week 16  
April 22-28**

Homework:   
-Self-Reflection Paper *(Due April 28 at Midnight)*  
-Study for Exams

***FINAL EXAM will be on Canvas: Opens April 25 and is due May 1***