

Intro to Business (HR)

BUS1010

Instructor Information

Phone:

Email:

Office Location:

Office Hours

Course Description

This is an introductory business course, which will expose students to the diverse world of business, revealing how each of us is connected to business personally, professionally, and how business connects us culturally and socially. Students will learn through examination of business topics such as ethics, e-business, management, marketing, finance, human resources, and capital markets that we all have responsibilities to the societies in which we live. Students, who complete this course, should have a general knowledge of business and the interconnectedness of functional disciplines which interact within business, whether for profit or non-profit. Students will learn how individuals function within a specific field as well as how various disciplines work together in cross functional teams.

Required Text or Materials

Title: Connect Master 2.0 Introduction to Business

Authors: Tim Broxholm

Publisher: McGraw-Hill

Publication Date: 2024

Edition: 2nd Edition

Title: Supplemental material: Connect 2.0

For more information on textbook accessibility, contact Accessibility & Disability Services at ads@slcc.edu.

Communication Plan

Example language:

- ♦ I will respond to email within [insert your timeline]. I will offer feedback on major assignments within [insert your timeline]. The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.
- ♦ In this course I will be posting interactive announcements which will offer specific opportunities for class questions and extra credit every other week.
- ♦ Additionally, I will be participating in the discussion forums with you to share my perspective within the discipline and to offer some nuances of interpretation that may not be present in your textbook.
- ♦ Lastly, we'll be holding small group Q & A sessions, where we can learn from our peers (and faculty) on some of the more difficult units within the course.

How to Navigate to Canvas

Online Tutoring

Students at SLCC have access to online tutoring through Canvas. From your Canvas course click Online Tutoring in the course navigation and follow the steps to set up an appointment. If this is your first time using the Online Tutoring we recommend you click "Take a Tour" to familiarize yourself with the service.

Note that students only receive 480 minutes of tutoring time each semester. After that we encourage you to use the resources found through this link:

<https://www.slcc.edu/tutoring/index.aspx>

If you have any additional questions reach out to elarningsupport@slcc.edu.

Grading Scale

COURSE EVALUATION

15	Discussions (20 pts each)	300	Points
15	Video Assignments (5 pts each)	105	Points
4	Time Management & Misc Assignments	120	Points
15	Adaptive Learning (25 pts each)	375	Points
14	Matching/Case Analysis Exercises (10 pts each)	140	Points
12	ABA Role Play Exercises (25 pts each)	300	Points
15	Quizzes (10 pts each)	150	Points
4	Unit Exams	370	Points
5	e-Portfolio Signature Assignments	170	Points
1	Final Exam	100	Points
	Total Points	2130	Points

GRADING

	% OF GRADE

Time Management & Misc Assignments	5%
Discussions	5%
Quizzes	10%
e-Portfolio Assignments	10%
Connect 2.0 Assignments	20%
Module Exams	30%
Final Exam	20%
Total	100%

Course grades are determined by the students' achieved percentage based upon the relative weighting for homework assignments and examinations.

GRADES BASED ON THE PERCENT OF TOTAL POINTS EARNED

93-100 % = A	79-82 % = B-	66-68 % = D+
90-92 % = A-	76-78 % = C+	63-65 % = D
87-89 % = B+	73-75 % = C	59-62 % = D-
83-86 % = B	69-72 % = C-	BELOW 59 % = E

Course Requirements

COURSE METHODS AND PROCEDURES

This course will be taught utilizing various teaching methods, which may include: lecture, online videos, discussion, chapter quizzes, module exams, reading of text, written assignments, group assignments and self-expression of changing ideas and views. Your active participation is essential for your success in this course.

CHAPTER ASSIGNMENTS

Click on the McGraw-Hall-Connect 2.0 tab in Canvas for direct access to Connect 2.0. These assignments are submitted in Connect and are due as per the schedule. See schedule for dates and times.

QUIZZES

Please check the schedule for due dates. They serve as an indicator to tell you what concepts you understand and what concepts you need to spend more time learning.

EXAMS

Students who need to take an examination at a time other than the scheduled time will need to make arrangements with the instructor before the scheduled exam. Notes and the textbook may be referenced during each exam but you must take the test by yourself.

DISCUSSION BOARDS

Discussion board participation is required in this class. Please remember to conduct yourself collegially and professionally. Unlike in the classroom setting, what you say in the online environment is documented and not easily erased or forgotten.

The following guidelines apply:

- ♦ Avoid using ALL CAPS, sarcasm, and language that could come across as strong or offensive.
- ♦ Use proper punctuation, grammar and be sure to edit your contribution before posting.
- ♦ Read all postings before posting your responses to discussion topics so as to not unnecessarily repeat information.
- ♦ Keep chat comments brief and to the point.
- ♦ Focus on one topic at a time when chatting or posting to discussions.
- ♦ Remember, unlike in face-to-face learning environments, what you say in discussions and chats is documented and available to be revisited. Choose your words and discussion topics carefully.

College Wide Student Learning Outcomes

- ♦ Acquire substantive knowledge
- ♦ Communicate effectively
- ♦ Develop quantitative literacies
- ♦ Think critically
- ♦ Express creatively
- ♦ Knowledge and skills to be civically engaged
- ♦ Work with others in a professional & constructive manner
- ♦ Develop information literacy
- ♦ Develop computer literacy

Course Student Learning Outcomes

- ♦ Describe and analyze the economic and social importance of business in our economic system.
- ♦ Describe and analyze the importance of personal values and ethics in business settings, and the organizations' ethical values through corporate social responsibility.
- ♦ Explain the importance of business operations in the global environment and the challenges that impact global trade, such as political, cultural, and social differences between trade partners.
- ♦ Discuss the importance entrepreneurship and small business ownership, describe some key characteristics of entrepreneurial personalities and activities, and how any talent, skill or interest can be turned into an entrepreneurial opportunity.

- ♦ Describe the different forms of business organizations (sole proprietorship, partnership, corporation, and franchise), the way they are formed, and the advantages and disadvantages of each.
- ♦ Describe the difference between leadership and management, employee empowerment, functions of management, organization structure, and theories to explain the skills needed to function within the social web.
- ♦ Explain the different human interaction and motivational theories drawn from sociology and psychology, ways to motivate employees, and techniques to build self-managed teams.
- ♦ Describe human resource management, its regulatory systems, and the methods to find and retain the best employees, emphasizing the need for diversity in a multicultural society.
- ♦ Analyze the basics of business technology for online commerce, security challenges and the impact of new advancements in social networking and mobile technologies.
- ♦ Explain how marketing is a vital part of society and the economy, including the importance of building customer relationships, producing products and services, pricing and distributing products efficiently and competitively, and promoting products and services using integrated marketing communications.
- ♦ Explain the accounting function, including the types of accounting, financial statements, and key ratios to assess a company's financial health.
- ♦ Describe the ways to manage personal finances, as it relates to personal and social responsibility, as well as ways businesses manage financial resources through securities markets, money, and financial institutions.

Late Work

Late assignments will be reduced by 5% for every day they are late; that is, if your assignment (worth 50 points) is one day late, you cannot receive a grade higher than a 47.5 ; if it is two days late, you cannot receive a grade higher than a 45, and so on. You will not receive any credit for assignments that are more than 10 days late.

Brief Description of Assignments/Exams

Module 1: Fundamental of the Business World

Sample Discussion: Competition arises when two or more businesses contend with one another to attract customers and gain an advantage. For example, McDonalds and Wendy's compete within the same industry (fast food) to attract customers. Although their product offerings are generally similar, both businesses compete on price, location, brand identity, customer loyalty and market space to maximize profit.

1. Pick your own example of two competing businesses in a related industry. Provide an explanation of why they are considered competitors.
2. Do you feel that competition is a good or bad thing in the business environment? Using the two competitors you have chosen, provide specific examples of how competition has affected their products/offerings to support your opinion.

Sample questions from Video Exercise: This brief video describes the definition and roles of business stakeholders. This activity is important, because stakeholders represent a large number of people who stand to gain or lose by the activities of the business, and businesses should strive to create and maintain positive relationships with these groups.

The goal of this exercise is to demonstrate your understanding of business stakeholders and the role they play in the success or failure of a business.

Module 2: Fundamentals of Economics and Types of Markets

Sample questions from Video Exercise: This brief video describes the four major types of competition that can exist within capitalism. The types of competition range from the most controlled type of competition, monopoly, to the least controlled, perfect competition. This activity is important because understanding the basics of capitalism, socialism, and communism can greatly impact an individual's business decisions for the future.

The goal of this activity is to demonstrate your understanding of the four major types of competition that can exist within capitalism.

Sample question from ABA Role Play Exercise: After completing this activity, you'll be able to:

1. Distinguish between capitalistic economies and command economies.
2. Explain the business cycle and its impact on the economy along with the role of fiscal and monetary policy. Interview with two employees of the United States Department of Labor for a position as an economic analyst. Impress the interviewers by correctly answering questions about economic systems, the business cycle, and monetary and fiscal policy. Analyze economic data to determine the best answer to some of the interviewers' questions.

Module 3: Acting Ethically and Socially Responsible

Sample Discussion: In the last few years, we have seen a surge in political and ideologically motivated business protests. The market value of Anheuser-Busch InBev, whose fourth bestselling brand is Bud Light, dropped \$15.7 billion in only one quarter after a boycott over a promotional campaign with TikTok influencer and activist Dylan Mulvaney. Jared Dinges, beverage analyst at JPMorgan Chase cited data from NielsenIQ in reaching the conclusion that the financial impact to Anheuser-Busch is unlikely to be temporary, "a 12% to 13% volume decline on an annualized basis would be a reasonable assumption," Dinges said. Similarly, when Adidas made the decision to sever ties with Ye, the rapper formerly known as Kanye West, over controversial statements the rapper had made, Adidas saw a \$540 million quarterly net loss in 2022.

Businesses taking social stances is not always detrimental financially, however, in many cases it can be very profitable. When Nike partnered with former San Francisco 49ers quarterback Colin Kaepernick for their 2018 "Just Do It" campaign, it quickly sparked both praise and calls for a boycott. Sales rose, however, with the company reporting a 10 percent jump in income.

Consider this subject as you respond to this module's discussion prompts. As you respond, keep in mind that you should not address the controversial subjects underlying the issues described above, but limit your responses to the question prompts.

1. Do you feel businesses should take stances on political or social issues?
2. Do businesses have "rights" to freedom of speech the way people do?
3. If you were a shareholder of a corporation, would you want the business you were invested in to express opinions on controversial political opinions?

Sample question from ABA Role Play Exercise: After completing this activity, you'll be able to:

1. Classify a company's action as legal/illegal and ethical/unethical.
2. Determine whether a business action is ethical or unethical, given the host country's cultural values and norms.
3. Make professional decisions when confronted with business challenges.

You are a general floor employee at Pro Bass, a major outdoor sporting goods retailer. You enjoy your job, and you have several fun coworkers too, but you find yourself in a variety of ethical dilemmas that cause your job to be more challenging than it should.

How will you handle these situations? What is the right thing to do?

Module 4: The Development of the Global Economy

Sample questions from Video Exercise: Companies do business with other companies in different countries. Global trade enables companies in different countries to produce (and sell) what it is most capable of producing and buy from others in a business relationship that is mutually beneficial to each other. Electra Bikes is a U.S.-based company founded by Swiss and German designers. The company has created a niche market for its sturdy, dependable, and fun-to-ride bikes to customers in the United States and across the world.

Starting a business is never easy. But when a business makes the decision to expand globally, the challenges become more complicated. As the business environment continues to expand globally, more U.S. businesses are utilizing a variety of strategies to market and sell products in vast and growing global markets. In order to be successful in the global marketplace, businesses must be familiar with the key business terms associated with global marketing, as well as the global forces that can affect business success and profitability.

Exam: The Business Environment. Students will complete a comprehensive exam covering the concepts from the first four chapters. The questions range from understanding fundamental concepts to applying concepts learned in one topic in scenarios which encompass several of the areas of knowledge.

Module 5: Entrepreneurship: From Startup to Growth

Sample Discussion: In 2023, we saw the mass market adoption of AI technology for the first time, specifically generative AI like ChatGPT. The global market size for artificial intelligence was valued at \$136.55 billion in 2022, and is projected to grow at a compound annual growth rate (CAGR) of 37.3% from 2023 to 2030. That is an almost unprecedented rate of growth for any industry. Mere days after publicly launching, Microsoft announced a \$10 billion investment in OpenAI, maker of ChatGPT, and they aren't alone in seeing the potential of generative AI. 77% of businesses are either using or exploring AI globally, and don't pretend you haven't used it to answer your college assignments.

Consider just a few examples of how AI is already disrupting traditional businesses:

- 47% of U.S. adults reported using ChatGPT for advice on stock market picks, and it has been shown to outperform most investment managers.
- In early 2023, ChatGPT (GPT-4) took all sections of the uniform bar exam, the exam given to those seeking to become lawyers, and scored in the 90th percentile. Harvard Law School has stated: "For the legal industry, ChatGPT may portend an even more momentous shift than the advent of the internet."
- Thomson Reuters predicts that AI will revolutionize the tax and financial industries, by helping to reduce errors and increase accuracy when preparing financial statements.

1. How important do you feel it is that new entrepreneurs embrace AI technology?
2. Is AI a fad, or here to stay?
3. Name three industries you feel will be most affected by AI.

Sample questions from Video Exercise: This brief video describes the reasons for which businesses create business plans. This activity is important, because outlining an overarching framework for success in a business plan is crucial to actually becoming successful for most businesses.

The goal of this exercise is to demonstrate your understanding of how and why businesses write business plans and to identify what sections and content generally are

found in business plans.

Module 6: Essentials of Leadership and Management

Sample Discussion: In the past several years we have seen many large companies fail. Brand names had been household names will soon be forgotten. From Kodak, to Blockbuster Video, to Toys R Us, many companies have failed despite once obtaining incredible success. One of the many reasons these companies failed is due to inadequate forecasting of changing markets and failure to address potential threats. For Blockbuster those threats were Redbox and Netflix. Amazon and other online retailers caused the downfall of Toys R Us.

Recall that one way to analyze and address potential threats to is perform a SWOT Analysis. A SWOT Analysis is a study undertaken by an organization to identify its internal strengths (S) and weaknesses (W), as well as its external opportunities (O) and threats (T). Now that you have read the material for this chapter, rewatch the below video example of a SWOT Analysis of Starbucks, then respond to the Discussion questions.

1. Find a large company you feel is in danger of failing and perform a basic SWOT Analysis on that business.
2. Identify at least two internal strengths, two weaknesses, two external opportunities, and two threats for your chosen company.
3. Once you have performed the SWOT for your company, find two other classmates' response and identify a few elements of their SWOT you feel they may have overlooked.

Module 7: Organizational Behavior

Sample questions from Video Exercise: This brief video describes the concepts surrounding organizational structuring techniques, which are designed to create an efficient chain of command. This activity is important, because all businesses require human resources to exist, and certain authority structures work better than others depending on the situation.

The goal of this exercise is to demonstrate your understanding of the different types of organizational structures that are available to organizations to try and create efficiencies across the management function.

Sample question from ABA Role Play Exercise: After completing this activity, you'll be able to:

1. Deduce probable connections between organizational design and employee attitudes.
2. Apply organizational design terminology.
3. Justify organizational structure choices.
4. Apply appropriate professional business communication skills.

Join the Authentic Brew team to determine the best organizational structure to support continued growth. Correlate employee attitudes to organizational design issues and justify your decisions. Use professional communication along the way to impress your colleagues.

Module 8: Human Resources and Labor Relations

Sample Discussion: in this module we have discussed how a primary function of Human Resource Management is staffing. Staffing is finding and hiring the best employees to satisfy the needs of the organization. According to Glassdoor.com, the average job posting will attract at least 250 applicants and fewer than 2% of those applicants will ever be called in for an interview. Think of the career that you have chosen for the basis of your e-portfolio paper and respond to this chapter's discussion question.

1. List and briefly describe 5 ways you can make yourself stand out as a job applicant.
2. Select two other students and provide them with substantive feedback on the lists they compiled. Do you agree or disagree with the 5 strategies they listed? Why or why not?

Sample questions from Video Exercise: This brief video describes the concept of employment law, and it highlights the four major areas of employment law: compensation and benefits, labor relations, health and safety, and equal employment opportunity. This activity is important, because businesses must know and follow these laws to conduct business in the United States.

The goal of this exercise is to demonstrate your understanding of the laws that govern workers.

Module 9: Introduction to Marketing

Sample questions from Video Exercise: Data are the building blocks of marketing research. Marketers collect and use both qualitative data and quantitative data. Without data, researchers cannot make informed marketing decisions. This activity is important because while data is essential to marketing research, data alone does not tell the whole story. Researchers need to analyze the data and translate it into information that will help marketers solve their marketing research problem.

The goal of this activity is to illustrate how Crepes a la Nana collects, analyzes, and utilizes data to make strategic marketing decisions.

Sample questions from Video Exercise: The marketing mix is made up of product, price, place, and promotion. This activity is important because the marketing mix is a major key to obtaining success in any industry.

The goal of this activity is to demonstrate your understanding of how Dunkin' Donuts addresses each of the 4 Ps in order to thrive in the highly competitive breakfast-and-coffee market.

Module 10: Product

Sample Discussion: Beginning around the turn of the 20th century and continuing to rise in popularity until the late 1950s, baking was a way of life for most households in America. In the 1960s, however, mass produced baked goods (like bread and biscuits) became much more affordable and convenient and as a result the popularity of home baking decreased significantly. Recent studies ([Links to an external site.](#)) have found that only 2% of people bake daily at home, with roughly half the population having never baked in their life. That trend could mean disaster if you are a company that specializes in home baking products, but not if you're Arm & Hammer. From 1860 to 1960 Arm & Hammer sold products primarily devoted to home baking and rode a wave of demand that sustained them for 100 years. In the 1960s, however, they were faced with a question we address in this module. How do you extend the life cycle of your product when demand has plateaued? In this case Arm & Hammer quickly shifted its focus from baking to deodorizing and cleaning. Same product, different use. Today virtually all of Arm & Hammer's hundreds of millions of dollars in annual profits come from the deodorizing genre. Arm & Hammer successfully extended their product life cycle, and in

doing so gave new life to an entire mix of products. Consider their story as you respond to this module's discussion assignment.

1. Think about a product that is currently in use that you feel may soon be at the end of its life cycle. What is that product and why do you feel it is at risk of failure if it doesn't adapt?
2. What are some creative ways you feel the product you named could extend its life cycle?
3. Find two other students and provide them with feedback on their responses. Do you feel they are correct in their chosen product? Are there any other ways you feel their chosen product could extend its life cycle?

Sample questions from Video Exercise: From a strategic marketing viewpoint, a product is more than just the physical good or service. Total product offering is also known as the value package. All the features that potential buyers evaluate in a product are called the total product offering. When you know what customers value, you can develop products that they'll want to buy. Thus, the basic product or service may be a cleaning product, but the total product offer includes other value enhancers such as the product's effect on the environment. Companies like Clorox have learned that adapting products to new competition and new markets is an ongoing need. With the amount of attention being given to the "green" concept, Clorox has introduced new products to meet the wants and needs of the consumer. An organization can't do a onetime survey of consumer wants and needs, design a group of products to meet those needs, put them in the stores, and then just relax. It must constantly monitor changing consumer wants and needs, and adapt products, policies, and services accordingly.

Module 11: Pricing and Distribution

Sample questions from Video Exercise: This video features FedEx. FedEx is the world's largest express transportation company moving nearly 4 million packages, weighing more than 11 million pounds, to 220 countries and territories each year. FedEx serves as a marketing intermediary to thousands of businesses worldwide. FedEx is more than an express package delivery company. Providing superior logistics and supply chain management solutions for large and small businesses worldwide, FedEx has earned a reputation of connecting people and possibilities.

Marketing intermediaries are organizations that assist businesses in moving products and services from producers to businesses (B2B) and from businesses to consumers (B2C) through the various channels of distribution. Channels of distribution consist of a set of activities performed by marketing intermediaries i.e., agents, brokers, wholesalers, and retailers that work collaboratively to distribute products throughout the supply chain. The supply chain (value chain) consists of the sequence of linked activities that must be performed in order to get the goods/services from supplier (raw materials) to consumer (finished goods). The set of activities performed by each marketing intermediary adds value or utility to the distributed product. The set of activities performed by each marketing intermediary adds value or utility to the distributed product. Six forms of utility are discussed: form, ownership, information, service, location, and time. All distributed products are handled and moved efficiently from supplier to consumer (known as materials handling and logistics management). The common methods of transportation are by railroads, trucks, pipelines, ships (water), and airplanes.

Sample questions from Video Exercise: A marketer should understand all of the costs associated with its product offering, whether the product is a good, service, idea, or some combination of these. Costs include the money, time, and effort expended to produce and market a product. This activity is important because firms and marketers must understand that not all costs are measured in dollars; many real costs, such as the cost of reallocating human resources to complete a project or the time required to bring a new product to market, may be very high yet hard to quantify in dollars.

The goal of this exercise is to demonstrate the importance of differentiating the fixed and variable costs of doing business. See this in action at Assist You 2 in the video that follows.

Module 12: Promotion Mix: Tools, Goals and Strategies

Sample questions from Discussion: The movie theater industry was devastated by the COVID-19 pandemic. Global box office revenue dropped from \$42.5 billion in 2019 to just \$12.4 billion in 2020. Since that time theaters have recovered somewhat, although not nearly back to the pre-covid status. The theater business in the last few years is at a lower point than any time since 1980.

The proliferation of streaming services struck another blow to the movie theatre business model. This combination of environmental and technological threats has left the theater

industry scrambling to adapt.

Consider the above information when responding to this module's discussion prompts.

1. Overall, do you foresee the future of the movie theater industry trending upward or downward? Why?
2. What promotional campaign or marketing changes could the theater industry implement to change the recent downward trend?

Sample question from ABA Role Play Exercise: After completing this activity, you'll be able to:

1. Identify which of the 4 Ps—product, place, promotion, and price—is affected by a marketing decision.
2. Determine the best overall marketing strategy based on the type of business and available customer information.
3. Maximize company sales revenue. Jump into an internship with a food truck entrepreneur to make critical marketing decisions. Identify which of the 4 Ps each decision affects and guide the marketing strategy to maximize sales.

Module 13: Accounting and Financial Statements

Sample question from ABA Role Play Exercise: After completing the activity, you will be able to: 1. Interpret data on a balance sheet, income statement, and statement of cash flows. 2. Relate financial ratios to organizational performance. 3. Analyze financial data to focus financial improvement efforts. Use accounting knowledge of financial statements and financial ratios to help the Vintage Lily expand into a brick-and-mortar store.

Sample questions from Video Exercise: This brief video describes how a business can use accounting information to form financial ratios for a business. This activity is important because each business needs to have benchmarks of liquidity, debt, investor return, and other financial information to help the owners understand the overall health of the business.

The goal of this activity is to demonstrate your understanding of the information needed to create financial ratios.

Module 14: Core Components of Finance and Banking

Sample questions from Video Exercise: This brief video describes how a business uses budgets and forecasting to determine future plans and actions. This activity is important because it also explains the need for financial control in a business to recognize when changes need to be made in order to bring the company back into alignment with its budgets.

The goal of this activity is to demonstrate your understanding of the information required to make a forecast and budget, and why these tools are helpful to the overall financial health of a business.

Sample question from ABA Role Play Exercise: After completing the activity, you will be able to:

1. Use various types of forecasts to create a budget.
2. Select appropriate forms of financing for a company's position.

Try to start a well-known campground franchise, ButterStone Campgrounds, by getting the necessary funding. Differentiate among types of forecasting and create a financing plan to impress the franchisor.

Module 15: Securities, Investing and Financial Literacy

Sample Discussion: It has been said that compound interest is “man’s greatest invention.” The sentiment is very much true. More wealth likely been created through the concept of compound interest than any other mechanism. Famous financial advisor Dave Ramsey often illustrates the power of compound interest through the story of Ben and Arthur.

Ben starts saving \$2,000 a year (\$165 a month) at age 19, stops saving at age 26, and never saves another dime. His brother, Arthur, starts saving the same amount later—at age 27—but saves until age 65, almost his entire life. Ben saved for 7 years and Arthur saved the same amount for 38 years. With a 12% rate of return, guess who came out ahead at retirement?

The answer is Ben would have \$2,288,996 while Arthur would only have \$1,532,166. Ben has nearly \$750,000 more money even though he saved for 31 years less than

Arthur, all because he started at a younger age and compound interest had more time to grow the investment.

To check your status, it is generally accepted that you should be meeting the following benchmarks to retire by age 67:

- By 30: You should have the equivalent of your salary saved
- By 40: You should have three times your salary saved
- By 50: You should have six times your salary saved
- By 60: You should have eight times your salary saved
- By 67: You should have 10 times your salary saved

What this means is the younger you can get started investing for retirement, the better. In this chapter we have discussed the various forms of investments, from bonds, to stocks, to mutual funds. Consider the benefits of each type of investment as you respond to the discussion questions.

1. Assume that you are meeting the benchmarks described above, which means you have the equivalent of your annual salary saved by age 30 (or 3 times your salary by age 40). How would you invest that money to make sure you are on track to retire? Would you use bonds, stocks, mutual funds? Provide a rationale for your choice?
2. What challenges do you feel prevent young people from saving? What can you do to overcome those challenges?

Sample questions from Video Exercise: This brief video describes the two major investment products, stocks and bonds. Stocks are equity-based, ownership investment products in which the investor becomes an owner of the business. Bonds are debt-based investments in which the investor becomes a lender to an organization in exchange for interest. This activity is important because each form of investment contains risk and advantages and disadvantages, and investor's need to understand these risks.

The goal of this activity is to demonstrate your understanding of stocks and bonds and the advantages and disadvantages of each.

General Education Information

Your General Education e-Portfolio tells your SLCC learning story. Your e-Portfolio enables you to introduce yourself to your professors and classmates, showcase your learning, and reflect on how your courses connect to each other, your life, goals, and community. The e-Portfolio is intended to help you connect with other students and communicate with professors about how you learn, what you are taking away from your experience, and what supported your learning in their class. Professors can use your e-Portfolio to get to know you before class and use your reflections and signature assignments to continuously improve their teaching.

Your General Education e-Portfolio will also help you weave together the concepts you learn across all general education courses. To do this, each general education course you take at the college will ask you to demonstrate your engagement with the general education learning outcomes by designing a course-specific e-Portfolio page that includes a Signature Assignment and reflection. When you finish your time at SLCC, your e-Portfolio should provide a multi-media showcase of your educational experience and tell the story of your learning growth while at SLCC. You can learn more by visiting the [e-Portfolio help site](#).

In order for us to learn from your e-Portfolio and provide effective support, we must be able to access your ePortfolio.

To ensure access to your e-Portfolio, please link your e-Portfolio URL to your MySLCC account by following these directions:

1. Copy the URL in the web address bar for your Welcome page (e.g. "slcc.digication.com/ john-smiths-eportfolio")
2. Log into my.slcc.edu
3. Locate the e-Portfolio card and click "Submit ePortfolio"
4. Click Submit on the left side of the page under General Education e-Portfolio,
5. Paste the URL for your e-Portfolio's Welcome page into the blank box underneath Enter e-Portfolio URL.
6. Click Save.
7. Finally, confirm that everything worked by clicking on the link and making sure it goes to your Gen Ed e-Portfolio Welcome page.

If you would like virtual or in-person help with your e-Portfolio please sign up for an e-Portfolio appointment [here](#).

e-Portfolio Term Research Assignment/Paper: Assessing a Career in Business

- **e-Portfolio Career Research -- Due September 24, 2024**
- **e-Portfolio Project Progress Report -- Due October 22, 2024**
- **e-Portfolio Term Project Paper -- Due November 19, 2024**
- **e-Portfolio Reflection -- Due December 11, 2024**

General Requirements

Please do the following:

- Complete the career research assignment.
- Once you have completed the career research assignment, begin your research.
- Use at least 7 credible sources, at least one of which must be a personal interview with someone in the career you are interested in.
- Submit a Progress Report at midterm as noted on the calendar.
- Post your paper to your e-Portfolio.
- Write a Reflection and post it to your e-Portfolio

Specific Content Requirements of the Final Paper

Although I am not limiting the detail you can research, please research and report on the following in your final paper and use these as section headings:

- **Job Description** – Provide details about the day-to-day duties, the “big” responsibilities people in this career have.
- **General Career Path** – Discuss how you get there from an entry-level position.
- **General Education Experience** – Note how much education this kind of career requires, what kind of degree and any additional certifications.
- **Average Salary** – Base this on the level of experience needed.

- Career Outlook – Discuss how optimistic a future for this career is.
- Bio of someone in the profession – This could be the result of a personal interview or research of someone famous.
- Pros and Cons—Identify the advantages and disadvantages of the career.
- Your “fit” with this career—Conclude with your assessment of how well-suited you are for this career.

Specific Format Requirements

- Write a minimum of 5 pages, excluding your Sources page.
- Double-space, use 1-inch margins and 12-pitch font—Garamond, Palatino Linotype, or Times New Roman.
- Use in-text citations in APA format throughout your paper; this means that you cite the source of your information as you present it. Cite the source whether you are paraphrasing or quoting directly. To present someone else’s thinking without citing the source is plagiarism, which in the original Latin means man stealer, kidnapper.
- Include your references list on a separate page entitled Sources and use APA format—e.g., alphabetized by the author’s last name, hanging paragraph, etc. Consult the Business Writer’s Handbook or another good handbook or a credible website, e.g., the OWL at Purdue University, Citation Machine, or Son of Citation.

The goal of this activity is to demonstrate your understanding of stocks and bonds and the advantages and disadvantages of each.

Respect For Diversity

It is my intent that students from all diverse backgrounds and perspectives be well served by this course, that students’ learning needs be addressed both in and out of class, and that the diversity that students bring to this class be viewed as a resource, strength and benefit. It is my intent to present materials and activities that are respectful of diversity: gender, sexuality, disability, age, socioeconomic status, ethnicity, race, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally or for other students or student groups. In addition, if any of our class meetings conflict with your religious events, please let me know so that we can make arrangements for you.

A Note About Responsibility

Your instructor will provide material for you to read, exercises for you to participate in, assignments for you to complete. Your instructor will lecture, moderate class discussions, evaluate your work; but your instructor will hold you responsible for developing your understanding and skills relative to the course content. Your instructor will assume that if you are having difficulty in the course, you will make arrangements for a consultation. Instructors will remain available to you for assistance in your understanding of assignment requirements, for clarification of evaluation processes, and for general discussion of your questions and concerns related to the course.

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

You can access the document by clicking on the following link:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, please visit the Institutional Syllabus under the Tutoring and Learning Support tab:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, please visit the Institutional Syllabus under the Advising and Counseling Support Services tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Course Calendar

The following is a recommended schedule for completing the course successfully.

The initial post of the discussion boards is due on Saturday night. The responses are due Tuesday night. The weekly assignments and quizzes for each module are due Tuesday night.

Wednesday or Thursday	Friday	Saturday	Sunday	Monday or Tuesday
<ul style="list-style-type: none">• Read module material	<ul style="list-style-type: none">• Complete Adaptive Learning Assignment	<ul style="list-style-type: none">• Complete video assignments• Provide initial response to discussion board	<ul style="list-style-type: none">• Complete the simulation assignment• Complete other various assignments	<ul style="list-style-type: none">• Respond to 2 colleagues' discussion board posts• Complete the module quiz

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	Introduce Yourself	Discussion	0
8/27	Introduce Yourself	Discussion	5
8/27	Microsoft Calendar Training	Assignment	25
8/27	Module 1 QUIZ: Fundamentals of the Business World	Assignment	10
8/27	Module 1: ADAPTIVE LEARNING: Fundamentals of the Business World	Assignment	25
8/27	Module 1: Discussion: Competition in Business	Discussion	20
8/27	Module 1: Forces Affecting Business in Today's Dynamic Environment (Keybd Nav - Matching)	Assignment	10
8/27	Module 1: Stakeholders—So Much Is at Stake (iSeeit! Video Case)	Assignment	5

Due Date	Assignment Name	Assignment Type	Points
8/27	Practice Submitting Assignments through Canvas	Assignment	0
8/27	Registered for Connect 2.0	Quiz	1
8/27	Make a Study Plan for this Semester	Assignment	20
9/3	Module 2 QUIZ: Fundamentals of Economics and Types of Markets	Assignment	10
9/3	Module 2: ADAPTIVE LEARNING: Fundamentals of Economics and Types of Markets	Assignment	25
9/3	Module 2: Discussion: World Economic Systems	Discussion	20
9/3	Module 2: Economics- Acing the Interview (Role Playing)	Assignment	25
9/3	Module 2: Forms of Competition (iSeeit! Video Case)	Assignment	5
9/3	Module 2: Supply and Demand (Click and Drag)	Assignment	5

Due Date	Assignment Name	Assignment Type	Points
9/3	Module 2: The Four Kinds of Free Markets (Keybd Nav - Worksheet)	Assignment	10
9/10	Creating an ePortfolio	Assignment	20
9/10	Module 3 QUIZ: Fostering An Ethical, Socially Responsible, Diverse Workplace	Assignment	10
9/10	Module 3: ADAPTIVE LEARNING: Fostering An Ethical, Socially Responsible, Diverse Workplace	Assignment	25
9/10	Module 3: Discussion: Acting Ethically and Socially Responsible	Discussion	20
9/10	Module 3: Ethics: Cell Phone Etiquette at Pro Bass (Role Play)	Assignment	25
9/10	Module 3: Manager's Hot Seat: Comparing Apples to Ethics	Assignment	5
9/10	Module 3: Socially Responsible Actions at Gluten Free Bars	Assignment	5
9/17	Module 4 QUIZ: The Development of the Global Economy	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
9/17	Module 4: ADAPTIVE LEARNING: The Development of the Global Economy	Assignment	25
9/17	Module 4: Culture and Trade: The International Landscape (Role Playing)	Assignment	25
9/17	Module 4: Discussion: Business in a Global Economy	Discussion	20
9/17	Module 4: Electra Bikes (Video Case)	Assignment	5
9/17	Module 4: India's Comparative Advantage (Case Analysis)	Assignment	5
9/24	Module 5 QUIZ: Entrepreneurship: Going From An Idea to a Business	Assignment	10
9/24	Module 5: ADAPTIVE LEARNING: Entrepreneurship: Going From An Idea to AaBusiness	Assignment	25
9/24	Module 5: Discussion: Entrepreneurship: From Startup to Growth	Discussion	20

Due Date	Assignment Name	Assignment Type	Points
9/24	Module 5: Entrepreneurship: What's Your Bright Idea? (Role Playing)	Assignment	25
9/24	Module 5: Randy's Spray Foam Insulation Business (Case Analysis)	Assignment	5
9/24	Module 5: The Business Plan: A Roadmap to Success (iSeeit! Video Case)	Assignment	5
9/24	e-Portfolio Term-Career Research Assignment	Assignment	35
9/25	Unit 1 Exam	Assignment	100
10/1	Module 6 QUIZ: Essentials of Leadership and Management	Assignment	10
10/1	Module 6: iSeeit!: Management, Leadership, and Leadership Styles	Assignment	5
10/1	Module 6: ADAPTIVE LEARNING: Management and Leadership	Assignment	25
10/1	Module 6: Discussion: SWOT Analysis	Discussion	20

Due Date	Assignment Name	Assignment Type	Points
10/1	Module 6: Management and Leadership Job-Shadowing Project (Role Playing)	Assignment	25
10/1	Module 6: SWOT Analysis (iSeeit! Video Case)	Assignment	5
10/1	Module 6: The Four Functions of Management in Action (iSeeit! Video Case)	Assignment	5
10/8	Module 7 QUIZ: Organizational Behavior	Assignment	10
10/8	Module 7: ADAPTIVE LEARNING: Organizational Behavior	Assignment	25
10/8	Module 7: Discussion: Motivation Theories	Discussion	20
10/8	Module 7: Management & Organizational Behavior: Elevate Airlines (Role Play)	Assignment	25
10/8	Module 7: Motivating Employees Beyond the Job Description (Case Analysis)	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
10/8	Module 7: Organizational Structure (iSeeit! Video Case)	Assignment	5
10/8	Module 7: Theories of Motivation (Click and Drag)	Assignment	10
10/15	Mid-Semester Review: Time Management	Discussion	20
10/15	Module 8 QUIZ: Human Resource Management and Labor Relations	Assignment	10
10/15	Module 8: ADAPTIVE LEARNING: Human Resource Management and Labor Relations	Assignment	25
10/15	Module 8: Discussion: Standing Out	Discussion	20
10/15	Module 8: Human Resource Management: Solving Employee Problems at Metal Labs	Assignment	25
10/15	Module 8: Key Employment Laws (iSeeit! Video Case)	Assignment	5

Due Date	Assignment Name	Assignment Type	Points
10/15	Module 8: Laws Affecting Human Resources Management (Timeline)	Assignment	10
10/15	Module 8: Types of Compensation (Click and Drag)	Assignment	10
10/22	e-Portfolio Term Project Progress Report	Assignment	20
10/22	Module 9 QUIZ: Introduction to Marketing	Assignment	10
10/22	Module 9: ADAPTIVE LEARNING: Introduction to Marketing	Assignment	25
10/22	Module 9: Consumer Buying Behavior (iSeeit! Video Case)	Assignment	5
10/22	Module 9: Discussion: Marketing and Consumer Behavior	Discussion	20
10/22	Module 9: Dunkin' Donuts and the Four Ps (Video Case)	Assignment	10
10/22	Module 9: Market Research Data (iSeeit! Video Case)	Assignment	5

Due Date	Assignment Name	Assignment Type	Points
10/22	Module 9: The Marketing Process (Timeline)	Assignment	10
10/23	Unit 2 Exam	Assignment	100
10/29	Module 10 QUIZ: Products	Assignment	10
10/29	Module 10: ADAPTIVE LEARNING: Products	Assignment	25
10/29	Module 10: Discussion: Product Life Cycle	Discussion	20
10/29	Module 10: Eco-Friendly Products (Video Case)	Assignment	5
10/29	Module 10: Product Life Cycle (Click and Drag)	Assignment	10
10/29	Module 10: Steps in Developing New Products (Click and Drag)	Assignment	10
11/5	Module 11 QUIZ: Pricing and Distribution	Assignment	10
11/5	Module 11: ADAPTIVE LEARNING: Pricing and Distribution	Assignment	25
11/5	Module 11: Determining Costs (iSeeit! Video Case)	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
11/5	Module 11: Discussion: Pricing and Distribution	Discussion	20
11/5	Module 11: FedEx (Video Case)	Assignment	10
11/5	Module 11: Product and Price Strategies- Vending Ventures (Role Playing)	Assignment	25
11/5	Module 11: Store and Nonstore Retailers (Click and Drag)	Assignment	10
11/12	Module 12 QUIZ: Promotion Mix: Tools, Goals, and Strategies	Assignment	10
11/12	Module 12: ADAPTIVE LEARNING: Promotion Mix: Tools, Goals, and Strategies	Assignment	25
11/12	Module 12: Discussion: Adapting Promotional Campaigns - Movie Theaters	Discussion	20
11/12	Module 12: Leo Burnett (Video Case)	Assignment	5
11/12	Module 12: Sales Promotion: Giving Buyers Incentives (Click and Drag)	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
11/12	Module 12: SXSW (Video Case)	Assignment	10
11/12	Module 12: The 4 Ps of Marketing: Frondescence Food Truck (Role Playing)	Assignment	25
11/19	e-Portfolio Term Project Paper	Assignment	70
11/19	Module 13 QUIZ: Accounting and Financial Statements	Assignment	10
11/19	Module 13: Accounting and Financial Ratios: Expanding the Vintage Lily	Assignment	25
11/19	Module 13: Accounting and Financial Statements (iSeeit! Video Case)	Assignment	5
11/19	Module 13: ADAPTIVE LEARNING: Accounting and Financial Statements	Assignment	25
11/19	Module 13: Discussion: Debt vs. Equity Financing	Discussion	20
11/19	Module 13: Information in the Financial Statements (Click and Drag).	Assignment	10

Due Date	Assignment Name	Assignment Type	Points
11/20	Unit 3 Exam	Assignment	100
11/26	Module 14 QUIZ: Core Components of Finance and Banking	Assignment	10
11/26	Module 14: ADAPTIVE LEARNING: Core Components of Finance and Banking	Assignment	25
11/26	Module 14: Budgets and Forecasts (iSeeit! Video Case)	Assignment	5
11/26	Module 14: Discussion: Cash Payment Alternatives	Discussion	20
11/26	Module 14: Finance and Banking: ButterStone Campground	Assignment	25
11/26	Module 14: Short- and Long-Term Financing (Click and Drag)	Assignment	10
12/3	Module 15 QUIZ: Securities, Investing, and Financial Literacy	Assignment	10
12/3	Module 15: ADAPTIVE LEARNING: Securities, Investing, and Financial Literacy	Assignment	25
12/3	Module 15: Charles Schwab (Video Case)	Assignment	5

Due Date	Assignment Name	Assignment Type	Points
12/3	Module 15: Discussion: Time Value of Money	Discussion	20
12/3	Module 15: Securities and Investing: Making Money to Move Out	Assignment	25
12/3	Module 15: Stocks and Bonds (iSeeit! Video Case)	Assignment	5
12/10	Unit 4 Exam	Assignment	70
12/11	e-Portfolio Reflection	Assignment	25
12/11	Final Exam	Assignment	200
12/11	Time Management Reflection	Assignment	25