

CLO 1	Identify markets and develop strategies to attract/sell to a market.	U3 LO	2					Unit 3 exam – Target market question
CLO 2	Evaluate resource management styles/theories for given situations.	U2 LO	3					Unit 2 exam – Leadership styles question
CLO 3	Evaluate possible business funding sources.	U2 LO	4					Unit 2 exam – Business funding sources question
CLO 4	Evaluate possible investment opportunities.	U4 LO	4					Final exam – Financial ratios question
CLO 5	Apply accounting statements and principles, including calculating a profit.	U4 LO	1, 5					Final exam – Accounting statement question
CLO 6	Develop an awareness of the legal framework of business.	U4 LO	6					Appendix A Quiz
CLO 7	Compare and contrast ethical issues within business and their possible solutions.	U1 LO	7				R3	Unit 1 exam – Ethics scenario question
CLO8	Describe challenges and opportunities that firms face in the current economic environment.	U1 LO		PO 1	CT 1			Unit 1 exam – Challenges/Opportunities scenario question

Unit Outcomes/ Competencies/ Objectives

Unit 1 (U1LO) (Chapters 2 & 3):

Chapter 2:

- Explain the concepts of business ethics and social responsibility.
- Describe the factors that influence business ethics.
- List the stages in the development of ethical standards, and discuss how organizations shape ethical behavior.
- Describe how businesses' social responsibility is measured, and summarize the responsibilities of business to the general public, customers, and employees.
- Explain why investors and the financial community are concerned with business ethics and social responsibility.

Chapter 3:

- Distinguish between microeconomics and macroeconomics.
- Explain the factors that drive demand and supply.
- Describe each of the four different types of market structures in a private enterprise system, and compare the three major types of economic systems.
- Identify and describe the four stages of the business cycle.
- Explain how productivity, price level changes, and employment levels affect the stability of a nation's economy.
- Discuss how monetary policy and fiscal policy are used to manage an economy's performance.
- Describe the major global economic challenges of the 21st century.

Unit 2 (U2LO) (Chapters 5 & 7)

Chapter 5:

- Distinguish between small and large businesses.
- Discuss the contributions of small businesses to the economy.
- Discuss the survival rate of small businesses.
- Describe the features of an effective business plan.
- Describe funding opportunities for small businesses, including the role of the Small Business Administration (SBA).
- Explain how franchising can provide opportunities for both franchisors and franchisees.
- Outline the three main legal forms of business ownership, and summarize the features of businesses owned by employees and families, as well as not-for-profit organizations.
- Describe public and collective (cooperative) business ownership.
- Identify types of corporations and the levels of corporate management.
- Describe mergers, acquisitions, and joint ventures.

Chapter7:

- Define management and the three types of skills necessary for managerial success.
- Explain the role of vision and ethical standards in business success.
- Summarize the major benefits of planning, and distinguish among strategic planning, tactical planning, and operational planning.
- Describe the strategic planning process.
- Contrast the two major types of business decisions, and list the steps in the decision-making process.
- Define leadership, and compare different leadership styles.
- Discuss the meaning and importance of corporate culture.
- Identify the five major forms of departmentalization and the four main types of organization structures.

Unit 3 (U3LO) (Chapters 8 & 11)

Chapter 8:

- Explain the role and responsibilities of human resource management.
- Describe how recruitment and selection contribute to placing the right person in a job.
- Discuss how orientation, training programs, and performance appraisals help companies develop their employees.
- Describe how firms compensate employees through pay systems and benefit programs.
- Discuss employee separation and the impact of downsizing and outsourcing.
- Explain the different methods and theories of motivation.
- Discuss the role of labor unions, the collective bargaining process, and methods for settling labor–management disputes.

Chapter 11:

- Summarize the ways in which marketing creates utility.
- Discuss the marketing concept.
- Describe not-for-profit marketing, and identify the five major categories of nontraditional marketing.
- Outline the basic steps in developing a marketing strategy.
- Describe the marketing research function.
- Identify and explain each of the methods available for segmenting consumer and business markets.
- Outline the determinants of consumer behavior.
- Discuss the benefits of and tools for relationship marketing.

Unit 4 (U4LO) (Chapter 15 & Appendix A)

Chapter 15:

- Explain the functions of accounting, and identify the three basic activities involving accounting.
- Describe the roles played by public, management, government, and not-for-profit accountants.
- Identify the foundations of the accounting system, including GAAP and the role of the Financial Accounting Standards Board (FASB).
- Outline the steps in the accounting cycle, and define double-entry bookkeeping and the accounting equation.
- Explain the functions and major components of the four principal financial statements: the balance sheet, the income statement, the statement of owners' equity, and the statement of cash flows.
- Discuss how financial ratios are used to analyze a company's financial strengths and weaknesses.
- Describe the role of budgets in a business.
- Outline accounting issues facing global business and the move toward one set of worldwide accounting rules.

Chapter 16:

- Outline the structure and importance of the financial system.
- List the various types of securities.
- Define financial market, and distinguish between primary and secondary financial markets.
- Describe the characteristics of the major stock exchanges.
- Discuss the organization and functioning of financial institutions.
- Explain the functions of the Federal Reserve System and the tools it uses to control the supply of money and credit.
- Evaluate the major features of regulations and laws affecting the financial system.
- Describe the global financial system.

Appendix A:

- Differentiate between various types of law.
- Identify types of courts.
- Identify elements of contract law.

Assessment Description(s)

Discussion questions and quiz are given for each chapter. Article reviews may be used.

Several unit exams are given. Typically, these exams are multiple choice and essay.

The final exam may be a multiple choice and essay exam or team project.

Article reviews, essay questions, and graded team projects are graded by rubric. Major team project grades will include team member feedback and audience feedback, where applicable.

Materials and Technological Requirements

Textbook: Contemporary Business 16th edition, Boone & Kurtz
ISBN: 9781118772393

Headphones/Speakers – to listen to assigned videos/audio recordings

Paper and pen/pencil – for notetaking and in-class projects

Flash drive – to save your work

Class Attendance Policy

Students are expected to attend all classes in which they are enrolled. If a student is absent from a class session, it is the student's responsibility to make arrangements to complete or make up any work missed. No make-up work for missed classes will be allowed without the approval of the instructor. Students who enroll late must assume all responsibility for work missed. Classes not attended as a result of late enrollment may be counted toward excessive absences. Students not attending the entire class period may be counted absent for that period. An instructor may drop students with a grade of "WE" if students have been absent for an excessive number of days. Warning letters will be sent to the students advising them of the consequences of nonattendance and urging them to contact their instructors immediately. Excessive absences are defined as follows:

Regular Semester

Courses which meet once a week	2 absences
Courses that meet twice per week	3 absences
Courses that meet four times per week	5 absences

Summer Session

Courses that meet four times per week in a five week session	3 absences
Courses which meet two evenings per week in a 10 week session	3 absences

Students enrolled in special programs or individualized instruction should contact their program director/instructor regarding specific attendance requirements for the program/course. Some of the selective-admission, health-science programs have specific criteria regarding attendance. Students are encouraged to refer to program policies in these matters.

Jury Duty/Military/Official School Function

Scheduled absences are those that occur due to college-related activities or as a result of summons to jury duty or military duty. Classes missed as a result of scheduled absences will not be counted as excessive absences if the instructor is notified and provided documentation prior to the absence(s). Make-up work for scheduled absences will be at the discretion of the instructor.

In all instances, documentation must be provided to the instructor within 24 hours of receipt. Documentation should come from an appropriate party on letterhead or other official stationery with a signature and contact information. Documentation should list the corresponding dates of the leave.

Medical leave

For medical-related absences, documentation must include written notice from the treating medical professional documenting time needed off related to medical reasons and time student may resume classes. The medical reason does not need to be listed on the documentation; the documentation must include only that there is a medical reason, the amount of time the student needs to be absent, and the time the student should be able to return to classes. Students who elect to work at home while on excused leave must meet with their instructors to make arrangements to do so. Working on coursework while on medical leave is not a requirement but can be requested by students. If students request that they be allowed to work at home while on an excused leave, the instructor will make every reasonable effort to ensure that the student is able to do so.

For students who have a medical condition necessitating time off or accommodation:

- 1) They may work at home on assignments if they choose to if on medical leave approved by a medical professional

- 2) Receive appropriate accommodations related to coursework (i.e., excused from labs with potentially harmful chemicals, have a larger desk, etc.)
- 3) Resume their studies where they left off once they return to classes
- 4) Be allowed to make up any missed work related to medical leave
- 5) Receive incompletes on their transcripts until coursework is completed, according to the incomplete grade contract.
- 6) Be given a reasonable time frame in which to complete missed coursework

Academic Honesty Policy

Students enrolled at South Arkansas Community College are expected at all times to uphold standards of integrity. Students are expected to perform honestly and to work in every way possible to eliminate academic dishonesty. Academic dishonesty includes cheating and plagiarism, which are defined as follows:

- Cheating is an attempt to deceive the instructor in his/her effort to evaluate fairly an academic exercise. Cheating includes copying another student's homework, class work, or required project (in whole or in part) and/or presenting another's work as the student's own. Cheating also includes giving, receiving, offering, and/or soliciting information on a quiz, test, or examination.
- Plagiarism is the copying of any published work such as books, magazines, audiovisual programs, electronic media, and films or copying the theme or manuscript of another student. It is plagiarism when one uses direct quotations without proper credit or when one uses the ideas of another without giving proper credit. When three or more consecutive words are borrowed, the borrowing should be recognized by the use of quotation marks and proper parenthetical and bibliographic notations.

If, upon investigation, the instructor determines that the student is guilty of cheating or plagiarism, the following penalties will apply:

- The student will receive a penalty of no less than a zero on the work in question.
- The instructor will submit a Student Academic Misconduct Form, written report of the incident, to the appropriate dean.
- The dean will submit form to Vice President for Learning to determine disciplinary action.
- The Vice President for Learning will determine whether further disciplinary action will be taken.
- All decisions may be appealed for review through the college's academic appeals procedure.

Equal Opportunity-Affirmative Action Statement

South Arkansas Community College does not discriminate on the basis of age, race, color, creed, gender, religion, marital status, veteran's status, national origin, disability, or sexual orientation in making decisions regarding employment, student admission, or other functions, operations, or activities.

Library Services

Library Homepage: <http://southark.libguides.com/homepage> Library Contact: LibraryStaff@southark.edu or 870.864.7115

Procedures to Accommodate Students with Disabilities:

If you need reasonable accommodations because of a disability, please report this to the Vice President of Student Services with proper documentation. . VPSS Contact: 870.875.7262

The Early Alert System

In an effort to ensure student retention and success, South Arkansas Community College employs an Early Alert System to identify and support at-risk students as soon as possible in a given semester. The intent of Early Alert is to provide this assistance while there is still time to address behaviors or issues that have the potential of preventing students from completing their courses and degree plans. Students referred through the Early Alert System will be required to work on a corrective action plan with their student advising coach and to include attendance accountability and mandatory academic tutoring either in the academic division or in the Testing and Learning Center (TLC).

Once the Student Advising Coach has met with the referred student, and again when the student has met the prescribed corrective actions, the coach will update the Early Alert System so that the instructor is kept informed of the progress in resolving issues.

Behavioral Review Team

At South Arkansas Community College (SouthArk), we are committed to proactive leadership in student wellbeing and campus safety. By focusing on prevention and early intervention with campus situations that involve any person

experiencing distress or engaging in harmful or disruptive behaviors, the BRT will serve as the coordinating hub of existing resources to develop intervention and support strategies and offer case management. Students, faculty, staff, and campus guests are encouraged to report any person on campus who is a concern. BRT Contact: 870.875.7262
BRT@southark.edu

Date of Revision: 9/15/2016

Master Syllabus