SCHOOL OF BUSINESS
MISSION STATEMENT

The School of Business at Dalton State College offers undergraduate business programs to serve Northwest Georgia and the surrounding areas to positively impact the regional community. Our mission is to provide innovative educational opportunities and create a high quality work force with skills needed by area employers.

Vision: We seek to continuously improve our status as an academically respected and student-oriented regional school of business.

Values:
- Responsible citizenship: We believe graduates should make positive contributions to their business and local communities.
- Ethics: We believe graduates should work, above all, in a manner that adheres to ethical norms of both the business and local communities.
- Diversity: We encourage multi-cultural and international learning and experiences to develop a respectful awareness for diversity and social integration.
- Innovation: We believe graduates should be able to develop new approaches to meeting market needs.
- Quality-seeking and adaptation: We believe graduates should challenge existing processes and adapt to changing market conditions through continuous individual improvement.
- Engagement: We believe graduates and faculty should effectively engage the business and civic communities; locally, regionally, and internationally.

Outcomes/Goals:
1. Improve student awareness of the global environment and business issues.
2. Encourage innovative instructional practices to improve student engagement and course learning outcomes.
3. Offer new curriculum and degree programs desired by students and area employers.
4. Promote faculty-initiated research with a balanced contribution to practice and pedagogy.
5. Generate and promote research and activities that disseminate expertise benefitting the local business community.
6. Ensure students are properly prepared for upper division business courses.
7. Endorse development and engagement of professional and support staff.
8. Promote business majors to traditionally underserved groups, including Military, Hispanic, and first-generation college student population.
BACHELOR’S DEGREE PROGRAM GOALS

BBA and BAS Learning objectives – observable actions of our students that demonstrate achievement of the following learning goals:

1. Strategic knowledge of business conditions  
a. Business students will demonstrate a basic knowledge of all business as well as competencies within the functional areas of business (covered in MNGT 4701 Strategic Management)  
b. Business students will make appropriate strategic business decisions. (covered in MNGT 4701 Strategic Management)

2. Communications  
a. Oral - Business will deliver a professional oral business presentation. (covered in BUSA 3301 Business Communications)  
b. Written – Business students will author a professional business letter or memorandum. (covered in BUSA 3301 Business Communications)

3. Technology and Decision Making  
a. Business students will demonstrate the ability to effectively use information, technology and software (covered in BUSA 2201 Fundamental of Computer Applications)  
b. Business students will use technology to solve and interpret a quantitative business problem (covered in BUSA 3050 Business Statistics)

4. Ethics  
Business students will understand the importance of ethics in their professional lives and will effectively identify ethical implications of business decisions (covered in BUSA 3070 Business Ethics)

Note: As a reminder, all students will take a computerized exit exam as part of their strategic management class. It covers Area F and Business Core classes. Please consider saving your books, notes, and other class materials to prepare for this on-line ETS Major Field Test in Business.  
https://www.ets.org/mft/about/content/bachelor_business
The Environment of Business
BUSA 2106 – 04
Fall 2017

Class/Times: Mon & Wed 9:25 – 10:40 am, 10:50-12:05 pm, 3:05 pm – 4:20 pm
Brown Center Room 205, 9:05 and 10:50 am and Memorial Hall, Room 130 for 3:05 pm
CRN: 80318, 80320, 30321

Instructor   Jim Gordon
Dalton State College
(706) 217-7453
jgordon@daltonstate.edu

Office Hours  Mondays and Wednesdays 8:00 am -9:15 am, 1:00 pm-3:00 pm
Tuesdays 1:00 pm – 2:30 pm

Textbook     BUSN8 Introduction to Business: 3/e by Marcella Kelly and Chuck Williams or Any BUSN version of Introduction to Business

Course Description:
Introduces the political, social, legal, ethical, environmental, and technological issues that affect or are affected by business decisions. Topics include stakeholder analysis, social responsibility, ethics, globalization, business-government relations, and fair trade.

Learning Objectives:
At the end of this course students should be able to:
1. Analyze the environment in which business operates
2. Analyze the effect of economic conditions on business performance.
3. Analyze the effect of global conditions on business performance.
4. Understand business ethics and social responsibility.
5. Identify the options for organizing businesses.
6. Explain the marketing process and how it drives business activities.
7. Determine the impact of information and technology in business.
8. Explain the internal structures of organizations.
10. Understand the integrative nature of operations management.

Tentative Class Schedule*:
The course schedule is tentative and subject to change at the discretion of the instructor. Students will be notified in class and/or through GeorgiaVIEW E-mail and/or GeorgiaVIEW announcements. It is the student’s responsibility to check his/her GeorgiaVIEW account for announcements about changes in the proposed schedule. If you are absent from a class, you are responsible for the material covered in that class. Any quiz or test missed must be made within 7days before class starts on the 7th day. There will be a 10 point reduction in grade. Make ups will be in Testing Center. Make-up for the final exam is allowed only under extreme and documented cases. A make-up final exam is hard in nature, and its format is at the discretion of the instructor.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Chapters / Activities</th>
<th>Date</th>
<th>Chapters / Activities</th>
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<tbody>
<tr>
<td>1</td>
<td>Aug 14</td>
<td>First Day of classes Class/materials Overview</td>
<td>Aug 16</td>
<td>Chapter 1 Business Now Quiz 1</td>
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<td>2</td>
<td>Aug 21</td>
<td>Chapter 2 Economics Quiz 2</td>
<td>Aug 23</td>
<td>Chapter 3 The World Marketplace Quiz 3</td>
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<td>3</td>
<td>Aug 28</td>
<td><strong>Test 1 Chapters 1, 2, 3</strong></td>
<td>Aug 30</td>
<td><strong>No Class</strong></td>
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<tr>
<td>4</td>
<td>Sep 4</td>
<td>Labor Day</td>
<td>Sep 6</td>
<td>In Class Graded Assignment: Team Building Quiz 5</td>
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<tr>
<td>5</td>
<td>Sep 11</td>
<td>Chapter 4 Ethics and Social Responsibility Quiz 4</td>
<td>Sep 13</td>
<td>Chapter 6 Business Formation Quiz 6</td>
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<tr>
<td>6</td>
<td>Sep 18</td>
<td><strong>Test 2 Chapters 4, 6</strong></td>
<td>Sep 20</td>
<td>Chapter 7 Small Business and Entrepreneurship Quiz 7</td>
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<td>7</td>
<td>Sep 25</td>
<td>Chapter 8 Financial Accounting Quiz 8</td>
<td>Sep 27</td>
<td>Chapter 8 Managerial Accounting Quiz 9</td>
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<td>8</td>
<td>Oct 2</td>
<td>Chapter 7, 8 Overview</td>
<td>Oct 4</td>
<td><strong>Test 3 Chapters 7, 8</strong></td>
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<tr>
<td>9</td>
<td>Oct 9</td>
<td>Chapter 9 Finance Quiz 10</td>
<td>Oct 11</td>
<td>Chapter 10 Financial Markets Quiz 11</td>
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<tr>
<td>10</td>
<td>Oct 16</td>
<td>Chapters 9,10 Overview</td>
<td>Oct 18</td>
<td>Test 4 Chapters 9, 10</td>
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<tr>
<td>11</td>
<td>Oct 23</td>
<td>In Class Graded Assignment: Malcolm Baldrige Quiz 12</td>
<td>Oct 25</td>
<td>Chapter 14 Management: Motivation Quiz 13</td>
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**Tentative Schedule**...

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<thead>
<tr>
<th>Week</th>
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<tbody>
<tr>
<td>12</td>
<td>Oct 30</td>
<td>Chapter 14 Management: Leadership Quiz 14</td>
<td>Nov 1</td>
<td>Chapter 15 Management: Human Resources Quiz 15</td>
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<tr>
<td>13</td>
<td>Nov 6</td>
<td>Chapter 14, 15 Review</td>
<td>Nov 8</td>
<td><strong>Test 5</strong> Chapters 14, 15</td>
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<td>14</td>
<td>Nov 13</td>
<td>Chapter 16 Information and Technology Quiz 16</td>
<td>Nov 15</td>
<td>Chapter 17 Operations Management Quiz 17</td>
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<td>Nov 20</td>
<td>Chapter 16, 17 Review</td>
<td>Nov 22</td>
<td>Thanksgiving Holiday</td>
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<tr>
<td>16</td>
<td>Nov 27</td>
<td>Chapter 16, 17 Review</td>
<td>Nov 29</td>
<td><strong>Test 6</strong> Chapters 16, 17</td>
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<td>Dec 4</td>
<td>Final Exam 10:50 am class-10:30-12:30 am</td>
<td>Dec 6</td>
<td>Final Exam 9:25 am Class 8-10 am 3:05 pm Class -3:30-5:30 pm</td>
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<td>18</td>
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**Evaluation**

The course relies on active engagement and participation by each student to enhance the collective learning experience. The instructor will introduce the key concepts, but it is the student’s responsibility to read the chapter before class and come prepared to engage in class discussions. The grading will be based on the following individual assessments:

**Tests (50%)**

There will be six (6) tests during the semester with two or three chapters per test. Tests will be closed book and closed notes. *Any test missed must be made up within 7 days before class starts on the 7th day. There will be a 10 point reduction in grade. Make up tests will at Testing Center.*

**Quizzes (30%)**

There will be 16 quizzes and 2 in-class graded assignments. Two low grades will be dropped. Quizzes will be open book and open notes. *Any quiz missed must be made up before class starts within 7 days before class starts on the 7th day. There will be a 10 point reduction in grade. Make up quizzes will be at Testing Center. There will be no make up for missed in-class graded assignments.*
Final Exam (20%)
The final exam is comprehensive on all chapters covered in class. Final exam will be open book and open notes. The **final exam date is the week of Dec 7.**

Course Grading Scheme:
Tests (6) 50%
Quizzes (16) 30%
Final Exam (1) 20%
TOTAL 100%

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<tr>
<th>Scale (%)</th>
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<tbody>
<tr>
<td>A</td>
<td>90-100</td>
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<tr>
<td>B</td>
<td>80-89</td>
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<tr>
<td>C</td>
<td>70-79</td>
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<tr>
<td>D</td>
<td>60-69</td>
</tr>
<tr>
<td>F</td>
<td>0-59</td>
</tr>
</tbody>
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Communications:
You can contact me by GeorgiaVIEW E-mail, DSC E-mail ([jgordon@daltonstate.edu](mailto:jgordon@daltonstate.edu)), or telephone (706) 217-7453. For routine purposes, the best communications method is DSC E-mail. If the issue is complicated to be handled by phone or Email, I will usually ask that we speak in person.

Attendance:
Regular, every day class attendance is expected of all students. There will be 5 grade points for attendance. There will be a reduction of 1 grade point for each absence. Each late/leave early occurrence will count as ½ of an absence.

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**DSC COLLEGE POLICIES**

**NOTE:**
First Aid Kit Location – Memorial OCIS Office Room 103
Tornado Safe Areas – Memorial – both east and west Hallways (close classroom doors)
AED (defibrillator) location – Memorial – East Hallway outside of Human Resources

**Disability Support Services**
Students with disabilities or special needs are encouraged to contact Disability Access. In order to make an appointment or to obtain information on the process for qualifying for accommodations, the student should visit the Disability Access Library Guide at [http://libguides.daltonstate.edu/c.php?g=24716&p=149663](http://libguides.daltonstate.edu/c.php?g=24716&p=149663) or contact the Disability Access office. Contact information: Ms. Andrea Roberson, Associate Director of Disability Access and Student Support Services; Pope Student Center, upper level, Dean of Students Office; 706-272-2524; [aroberson@daltonstate.edu](mailto:aroberson@daltonstate.edu)
Course Drop Statement
The late drop date is the last day to drop this class without academic penalty is **Wednesday, October 18, 2017**. Courses dropped after the drop/add period and on or before the late drop date will be assigned a grade of W. After the late drop date, course withdrawal without academic penalty is permitted only in cases of extreme hardship as determined by the Vice President for Academic Affairs; otherwise a grade of WF will be issued. The Schedule Adjustment Form is used after the official drop/add period and students must obtain instructor or unit approval in addition to providing a reason for dropping. New freshman students must meet with their school’s advisor to initiate the drop process. Dropping a class is the student’s responsibility and the W and WF grades count as attempted hours for the purposes of financial aid.

Complete Withdrawal Statement
“The proper form for withdrawing from all classes at the college after the official drop/add period but before the published withdrawal date is the Schedule Adjustment Form. All students must meet with a staff member at the Office of Academic Resources in the Pope Student Center to initiate the withdrawal process. Students will then finalize the withdrawal process in the Enrollment Services Office.”

Emergency or Campus Closure Class Coverage
If classes are cancelled and/or DSC is closed, you are responsible for all assigned work for the missed class at the next regularly scheduled class meetings. This includes all assignments, readings, presentations, and tests. If a presentation is scheduled for a missed date, it will be rescheduled at the earliest convenience. In case of an emergency (weather related or other), you should first check www.daltonstate.edu or your local television or radio station for information regarding the dates and times of operational delays or closings. If DSC is closed and classes are cancelled you should check D2L for information on assignments or other instructions. If the DSC Internet Portal is not working, you can access D2L via this URL: [https://daltonstate.view.usg.edu/](https://daltonstate.view.usg.edu/). If you are unable to access the Internet or D2L, you should continue assignments/readings as noted in your syllabus until DSC reopens. You will be accountable for all readings and assignments during the time DSC is closed and may be evaluated on material when classes resume.

Campus Carry Law
For information regarding HB 280 (campus carry) please visit the following website [http://www.usg.edu/hb280](http://www.usg.edu/hb280)

Workforce Innovations Opportunities Act
Questions regarding students receiving financial assistance through the Workforce Innovations Opportunities Act should be directed to 706-295-6840.

Academic Dishonesty
Cheating and plagiarism are a part of the Dalton State Code of Student Conduct, which can be found in its most updated form at [http://daltoncampuslife.com/student-conduct/](http://daltoncampuslife.com/student-conduct/). ANY assistance provided or given in any way toward work in a class constitutes cheating. Additionally, any use of the ideas or words of others should be noted, or this will constitute plagiarism. For more details on what Dalton State considers to be Academic Dishonesty, please review the Code of Student Conduct. Instructors will assign grades based on classroom performance. Additional sanctions may be provided as a learning experience from the Student Conduct process.

Assignments and homework and other work for this class must be your own -- prepared exclusively for this class and not used for any other, prior class, either in its entirety or as a partial project. In addition, materials discussed in previous offerings of this course, such as case or class notes, exercises, exams,
projects, and written case analysis, is explicitly off-limits to all class participants. Students found cheating on an assignment will, at a minimum, receive a zero on the assignment and may be dropped from the course and receive an “F.”

Plagiarism is using others’ ideas and words without clearly acknowledging the source of that information. Students who fail to properly give credit for information contained in their work (papers, presentations, exams, etc.) are violating the intellectual property rights of the original author. These violations are taken seriously in higher education. Cheating and plagiarism are violations of the DSC honor code and will result in an "F" for the course. For proper citation of the original authors, students should reference the library guide (see: http://libguides.daltonstate.edu/plagiarism for complete instructions.

Classroom Behavior
Dalton State is committed to respect via the Roadrunner Respect pledge. To learn more, please visit http://daltoncampuslife.com/roadrunner-respect. “I pledge to show my fellow Roadrunner students, faculty, staff, and administration respect by treating others the way they want to be treated and by thinking about others first before making decisions that might affect them.”

Please attend class on time and be prepared with your assignments. Please be considerate of your fellow students and act in a professional, business-like manner. Respect the ideas and viewpoints of others that may differ from your own. Allow others to finish their thoughts and ideas and do not interrupt. Students are expected to conduct themselves on campus and in class so others are not distracted from the pursuit of learning. Discourteous conduct may result in a student being asked to leave the classroom. Persistent misconduct on the part of a student may be subject to disciplinary action.

Some examples of classroom misconduct that will not be tolerated include, but are not limited to the following:

- Disorderly conduct
- Harassment
- Verbal abuse
- Assault
- Interference with the educational opportunity of other students
- Attending class under the influence of alcohol or other drugs
Sex Discrimination, Harassment, & Assault
Sexual harassment is unwelcome, gender-based verbal or physical conduct that is sufficiently severe, persistent or pervasive that it has the effect of interfering with, denying or limiting someone’s ability to participate in or benefit from the college’s educational program and/or activities, and is based on power differential (quid pro quo), the creation of a hostile environment, or retaliation.

Sexual misconduct is a form of sexual harassment prohibited by Title IX. Sexual misconduct refers to “physical sexual acts perpetrated against a person’s will or where a person is incapable of giving consent due to the victim’s use of drugs or alcohol. An individual also may be unable to give consent due to an intellectual or other disability.” Sexual misconduct includes dating violence, domestic violence, rape, sexual assault, sexual battery, stalking, and sexual coercion.

REPORTING OPTIONS

Title IX Information
4.1.7 Student Sexual Misconduct Policy
(Last Modified on August 9, 2017)

In accordance with Title IX of the Education Amendments of 1972 (“Title IX”), the University System of Georgia (USG) does not discriminate on the basis of sex in any of its education programs or activities or in employment. The USG is committed to ensuring a safe learning and working environment for all members of the USG community. To that end, this Policy prohibits sexual misconduct, as defined herein.

In order to reduce incidents of sexual misconduct, USG institutions are required to provide prevention tools and to conduct ongoing awareness and prevention programming and training for the campus community. Such programs will promote positive and healthy behaviors and educate the campus community on consent, sexual assault, alcohol use, dating violence, domestic violence, stalking, bystander intervention, and reporting.

When sexual misconduct does occur, all members of the USG community are strongly encouraged to report it promptly through the procedures outlined in this Policy. The purpose of this Policy is to ensure uniformity throughout the USG in reporting and addressing sexual misconduct.

How to Report
Please note that although you have the option to make a report anonymous, doing so may limit the College’s options for response.

Call 911 if you are in an emergency situation

If you would like to report to a Police Agency:
Dalton State Public Safety
Health Professions Building- Upper Level
706-272-4461
Online Sexual Assault Report HERE
If you would like to report to Dalton State Administration:

DSC Online Reporting Form

Title IX Coordinator
Lori McCarty
Director of Human Resources
Phone: 706-272-2034
Email: lmccarty@daltonstate.edu

Deputy Title IX Coordinator
Bobby Whitehead
Assistant Director for Student Conduct
Phone: 706-272-2999
Email: bwhitehead@daltonstate.edu

If you would like to talk with someone confidentially:
The Counseling Center
Health Professions 266 (Inside Health Center)
Phone: 706-272-4430