Selected Topics: Introduction to Business
GEB 2935 – Section 521
Spring 2015

INSTRUCTOR: Ryan Regal, MBA
TELEPHONE: 941-545-1422
OFFICE: USF Sarasota-Manatee
E-MAIL: rregal@sar.usf.edu
OFFICE HOURS: By appointment after class

COURSE DESCRIPTION AND PURPOSE:

This course provides a comprehensive and up-to-date examination of the many facets of business. We will look at the world of business and how the economy affects your life. Included topics:

- The ethical and social responsibility issues that affect business firms
- An exploration of the increasing importance of international business
- How businesses are owned and issues related to ownership
- The organization of the “thing” that is business
- A discussion of the management functions involved in operating a business
- An analysis of the structure and elements of a business organization
- The human resources efforts used to hire, develop, and retain employees
- The satisfying of customer’s needs for goods and services
- The make up of the marketing mix: products, price, distribution, and promotion
- An examination of social media and e-business to build customer relationships and promote products and services
- An investigation of the role of management information and how accounting is used to improve managerial decisions
- A discussion of the concept of financial management and the function of the business resource-money

COURSE CONTENT AND METHODS OF INSTRUCTIONS:

The course is designed to be a lecture-based class with time allotted for guest speakers.

COURSE MATERIALS:

Text: Business, Pride, Hughes, Kapoor Twelfth Edition

ATTENDANCE AND EXAM MAKE-UP POLICY:

I do not take attendance regularly, but may give extra credit for attendance on randomly selected days. Make-up exams will be an option only to those who provide prior notice and/or have a documented emergency.
KEYS TO SUCCESS:

You will get more out of this course (and be much more likely to receive a better grade) if you do each of the following:

- Read the textbook chapter to before coming to class
- Attend every lecture
- Bring a copy of lecture slides with you to class
- Finish the suggested textbook exercises as soon as possible after each class, since each lecture builds on the prior class.
- Raise your hand whenever you are stuck; if you have a question, be confident that others have the same question and they too will appreciate hearing an expanded explanation

COURSE OUTLINE:

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan 9th</td>
<td>Syllabus, Chapters 1&amp;2</td>
</tr>
<tr>
<td>2</td>
<td>Jan 16th</td>
<td>Chapters 3&amp;4</td>
</tr>
<tr>
<td>3</td>
<td>Jan 23rd</td>
<td>Chapter 5 and exam review</td>
</tr>
<tr>
<td>4</td>
<td>Jan 30th</td>
<td>Exam</td>
</tr>
<tr>
<td>5</td>
<td>Feb 6th</td>
<td>Chapters 6&amp;7</td>
</tr>
<tr>
<td>6</td>
<td>Feb 13th</td>
<td>Chapters 8&amp;9</td>
</tr>
<tr>
<td>7</td>
<td>Feb 20th</td>
<td>Chapters 10&amp;11 and exam review</td>
</tr>
<tr>
<td>8</td>
<td>Feb 27th</td>
<td>Exam</td>
</tr>
<tr>
<td>9</td>
<td>March 13th</td>
<td>Chapters 12&amp;13</td>
</tr>
<tr>
<td>10</td>
<td>March 20th</td>
<td>Chapters 14&amp;15</td>
</tr>
<tr>
<td>11</td>
<td>March 27th</td>
<td>Chapters 16&amp;17 and exam review</td>
</tr>
<tr>
<td>12</td>
<td>April 3rd</td>
<td>Exam</td>
</tr>
<tr>
<td>13</td>
<td>April 10th</td>
<td>Chapters 18&amp;19</td>
</tr>
<tr>
<td>14</td>
<td>April 17th</td>
<td>Chapter 20</td>
</tr>
<tr>
<td>15</td>
<td>April 24th</td>
<td>Final Exam review</td>
</tr>
<tr>
<td>16</td>
<td>April 25-May 1</td>
<td>Exams</td>
</tr>
</tbody>
</table>

No classes March 2-7 Spring Break
**GRADING:**

Your final course grade will consist of three exams and a final exam. You will receive at least one grade before the semester drop date.

**Point System**

<table>
<thead>
<tr>
<th>Exam</th>
<th>Points Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam 1</td>
<td>20 points</td>
</tr>
<tr>
<td>Exam 2</td>
<td>20 points</td>
</tr>
<tr>
<td>Exam 3</td>
<td>20 points</td>
</tr>
<tr>
<td>Final Exam</td>
<td>40 points</td>
</tr>
</tbody>
</table>

**Course Grade**

The plus/minus grading system will not be used in this course. Course grades will be based on the weighted average score you receive for the term using the following scale:

- A: 90-100
- B: 80-89
- C: 70-79
- D: 60-69
- F: Below 60

**EXAMS:**

Exam questions will be multiple-choice, and will be very similar to those assigned for homework and those gone over in class. Begin studying by rereading the PowerPoint notes and refer to the textbook whenever you feel that you need additional explanation.
UNIVERSITY POLICIES

ACADEMIC DISHONESTY:

The University considers any form of plagiarism or cheating on exams, projects, or papers to be unacceptable behavior. Please be sure to review the university’s policy in the catalog, USFSM Undergraduate Catalog or USFSM Graduate Catalog and the USF Student Code of Conduct.

ACADEMIC DISRUPTION:

The University does not tolerate behavior that disrupts the learning process. The policy for addressing academic disruption is included with Academic Dishonesty in the catalog: USFSM Undergraduate Catalog or USFSM Graduate Catalog and the USF Student Code of Conduct.

To avoid class disruptions, cellular phones and pagers must not emit audible signals during class. Place such equipment in the mute or off modes.

CONTINGENCY PLANS:

In the event of an emergency, it may be necessary for USFSM to suspend normal operations. During this time, USFSM may opt to continue delivery of instruction through methods that include but are not limited to: Canvas, Skype, and email messaging and/or an alternate schedule. It’s the responsibility of the student to monitor Canvas site for each class for course specific communication, and the main USFSM and College websites, emails, and MoBull messages for important general information. The USF hotline at 1 (800) 992-4231 is updated with pre-recorded information during an emergency. See the Safety Preparedness Website for further information.

DISABILITIES ACCOMODATION:

Students are responsible for registering with the Office of Students with Disabilities Services (SDS) in order to receive academic accommodations. Reasonable notice must be given to the SDS office (typically 5 working days) for accommodations to be arranged. It is the responsibility of the student to provide each instructor with a copy of the official Memo of Accommodation.

FIRE ALARM INSTRUCTIONS:

At the beginning of each semester please note the emergency exit maps posted in each classroom. These signs are marked with the primary evacuation route (red) and secondary evacuation route (orange) in case the building needs to be evacuated. See Emergency Evacuation Procedures.

RELIGIOUS OBSERVANCES:

USFSM recognizes the right of students and faculty to observe major religious holidays. Students who anticipate the necessity of being absent from class for a major religious observance must provide notice of the date(s) to the instructor, in writing, by the second week of classes. Instructors canceling class for a religious observance should have this stated in the syllabus with an appropriate alternative assignment.