Division of Business Administration

2008-2009
Academic Year

Policies and Procedures for Faculty
(Please see credits on end page.)

GPC Business Department Website:  http://www.spc.edu/~gpcbus/

Mr. Phil Smith, Dean of Business
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Business Administration Division  
Campus Contact Information  
2008-2009

Alpharetta Campus  
**Business Department:** 770-274-5150  
**Emergency** (GPC Public Safety): 770-274-5511  
**Non-Emergency** (GPC Dunwoody Public Safety): 770-274-5500  
**Weekend and Evening Coordinator:** 404-413-7743 (from phones in classroom, 3-7743)  
**Mail Boxes:** Mail center at the front of the building

**Important Email Addresses**  
Ellie Ross, Administrative Secretary: eross@gpc.edu  
Tina Philpot, Department Chair: tphilpoto@gpc.edu  
Frank Nash, Alpharetta/GPC Dean: fnash@gpc.edu  
Yvonne Chrimes, Director Alpharetta Center: ychrimes@gsu.edu

Clarkston Campus  
**Business Department:** 678-891-3360  
**Emergency** (GPC Public Safety): 770-274-5511  
**Non-Emergency** (GPC Clarkston Public Safety): 770-274-5500  
**Weekend and Evening Coordinator:** Dan Bowles  
**Mail Boxes:** CB 2270

**Important Email Addresses**  
Saquarius Strickland, Senior Administrative Secretary: sstrickl@gpc.edu  
Karen Wheel-Carter, Department Chair:  
Phil Smith, Clarkson Academic Dean and Dean of Business: Phil.Smith@gpc.edu

Decatur Campus  
**Business Department:** 678-891-2820  
**Emergency** (GPC Public Safety): 770-274-5511  
**Non-Emergency** (GPC Decatur Public Safety): 770-274-5500  
**Weekend and Evening Coordinator:** Anita Canada-Egwim SA2100 678-891-2695  
**Mail Boxes:** Full-time: SB1260, Part-time: SC building

**Important Email Addresses**  
Donna McLean, Senior Administrative Secretary: dmclean@gpc.edu  
Ingrid Thompson-Sellers, Department Chair: ithompso@gpc.edu

Dunwoody Campus  
**Business Department:** 770-274-5150  
**Emergency** (GPC Public Safety): 770-274-5511  
**Non-Emergency** (GPC Dunwoody Public Safety): 770-274-5500  
**Weekend and Evening Coordinator:** Desk: 770-274-5315, Mobile: 678-577-3503  
**Mail Boxes:** E-2411, E-2401

**Important Email Addresses**  
Ellie Ross, Administrative Secretary: eross@gpc.edu  
Tina Philpot, Department Chair: tphilpoto@gpc.edu

Newton Campus  
**Business Department:** 770-278-1253  
**Emergency** (GPC Public Safety): 770-274-5511
Non-Emergency (GPC Newton Public Safety): 770-274-5500
Weekend and Evening Coordinator:

Mail Boxes:

Important Email Addresses
Cindy Eenhuis, Administrative Secretary: ceenhuis@gpc.edu
Bill Moon, Department Chair: wmoon@gpc.edu
Commonly Used Websites

**Georgia Perimeter College**: http://www.gpc.edu

**Student Information System** (Student Roster, No Shows, Grades, Online Registration): http://www.gpc.edu → Quicklinks → SIS

**SAMS**: http://www.gpc.edu/esams

**Calendar**: www.gpc.edu → Academics → Calendar

**Final Exam Schedule**: www.gpc.edu → Academics → Final Exam Schedule

**Print Shop Forms**: http://www.gpc.edu/~gpcprint/forms.htm → Quick Copy

**GPC Webmail**: www.gpc.edu → Quicklinks → webmail

**WebCT Vista**: www.gpc.edu → Quicklinks → WebCT Vista

**Technical Training**: www.gpc.edu/training

**At Your Service**: www.gpc.edu → Faculty & Staff → At Your Service (on left) For Pay Advice, personal information changes, direct deposit, change withholdings, etc

**GPC Part-time faculty**: http://gpc.edu/~acadaff/publications

**Technology Help Desk**: http://www.gpc.edu/oit/?system=oitmain&cont_id=00108

**Business Division Website**: http://www.gpc.edu/~gpcbus/

**Department of Public Safety**: http://www.gpc.edu/~gpcpd/

**Center for Teaching and Learning**: www.gpc.edu/~ctl/

**Business Administration Program of Study Sheet**: http://www.gpc.edu/~acadaff/advisement/AdvisingSheet/Business_Administration_fill.doc

**Course Catalog**: http://www.gpc.edu/~acadaff/cat/original_catalogs/2006-2008catalog.pdf

**Part-Time Faculty Handbook**: http://www.gpc.edu/~acadaff/publications

**Alpharetta Center home page**: http://www.robinson.gsu.edu/alpharetta/index.htm

**Alpharetta Center Faculty Handbook**: http://www.robinson.gsu.edu/alp/files/FacultyHandout.pdf
Business Faculty Contact Information

This information will be supplied by Anita Vick. Per her email, it will not be available until the start of the fall semester. We envision that it will include the names, email addresses, office number, telephone number, subject(s) taught, and campus location of every full-time and part-time faculty member of the business department.
Business Administration Division Procedures

Materials and Support

GPC e-mail is the primary and official method of communicating updates or important messages to the entire department as well as individual information.

For texts and supplies, contact the administrative secretary (email, note or phone) for your needs or requests. Please give at least one day’s notice.

Computers are available for part-time faculty use. See administrative secretary for access to the rooms and computer passwords. Computers are for faculty academic use only such as getting rolls, email from students and creating tests or other documents. Faculty are not to download or store anything on these computers. Do not meet or work with students in the computer room.

All faculty should use the facilities of the Print Shop. Forms are near the mailboxes. Allow a turnaround time of three business days. Copiers are for very limited use due to the cost. Do not ask anyone to copy something for you or ask to borrow someone’s card. If your ID does not function in the card reader please let the secretary know.

Students are to supply their own materials. Books, calculators, and scantrons are not supplied for students.

The Business Department office does not give or monitor make-up tests. This is the responsibility of each faculty member.

Release of Information

The Business Department office only releases to students a faculty member’s GPC email address. Faculty must have their email address printed on the syllabus.

The Business Department office does not give out any grade information to students. Faculty are not to post grades. At the end of the semester, students may obtain their final grades using the GPC web site.

Faculty should not discuss or give information about a student, his or her progress, attendance, or grades to anyone other than the student. This includes spouses, parents and guardians, lawyers, or medical professionals.

Classroom Assignments/Equipment/Security

Do not change classrooms without approval from the department chair. Changes may be made due to overcrowding or to accommodate disabled students or faculty members; however, in order to change a classroom for the remainder of the term, prior approval and arrangements must be given by the department chair.

For a study session, workshop, or other event, the classroom must be reserved through campus channels. Please contact the administrative secretary with specific information and she/he will assist in reserving a room.

Do not move any equipment from a classroom or bring any equipment from another classroom, such as an overhead projector. If there are problems with the overhead or other equipment, report the problem to the secretary as soon as possible.

If you are teaching in a classroom with a Symposium or a computer, you must come to the Business Department office for the password for the computer, if necessary, as well as guidelines for the use of this
technology. Do not allow a student to operate any equipment. Do not share the password with anyone. If there are problems, report them to the Business Department office.

Faculty Absences

Classes are not to be canceled. Part-time faculty must notify the department chair or secretary if unable to meet your class and a substitute will be obtained. The department chair must approve a substitute for any class, and a written copy of what is to be covered by the substitute should be submitted prior to the absence on a form available from the secretary.

If you cannot attend class, due to a last minute emergency or will be late - call the secretary or Department Chair as soon as possible.

Office Hours (full-time faculty)

All full-time faculty are required to maintain an office presence of at least ten hours. These times should be posted on your office door and syllabus. Full-time online faculty are expected to have at least ten hours of online office hours. This information needs to be communicated to your department chair and department secretary to assist students.

Routine Matters that Matter

There is no formal dress code; however, proper business dress is expected. A presentable appearance and demeanor help maintain class control and engenders respect from students.

Please check your mailbox each day before class. Do not leave items for students to pick up from your mailbox nor direct them to the mailroom. This room is not secured, yet contains items valuable to part-time faculty. On an occasional basis, a student may bring an item for you to the Business Department office. The item should have your name on it. The Administrative Secretary will place it in your mailbox. There is a lock-box in the mailroom for part-time faculty to give any materials or notes for the Business Office.

The Department FAX is for faculty professional use only, not for communication to or from students or personal business.

For payroll discrepancies, contact the Business Department office.

Any closing of the college due to the weather will be announced on the GPC website, sent in a GPC email and announced on the local media outlets.
Academic Procedures

Teaching Materials

Common Course Outlines are attached to this document and can be accessed at the Business Administration Division website http://www.gpc.edu/~gpcbus/. All Course Outlines should be followed closely to ensure the full material required for the course is covered. Course Outlines and Guides are for instructors and are not a substitute for an instructor prepared syllabus.

The required components for your syllabus are included at the end of this section. Sample syllabi are also attached. A copy of your syllabus for each course is to be given to the Business office prior to the start of class. Your syllabus MUST include your GPC e-mail address so that you may be contacted directly by students.

Student Attendance: Class Rolls/No Shows/Withdrawals

Do not allow any student to remain in your class who is not on your roll. For the first week of classes, check rolls prior to each class, as there is much movement the first few days. If a student is not on your roster, immediately send the student to the Registrar to determine the problem. Do not allow any student to return to class without written confirmation of enrollment in your class, such as a printed class schedule with the current date or a written note from the Registrar or the Department Chair. Regardless of your attendance policy, attendance must be kept for the entire term of the class to avoid institutional liability.

You must withdraw any “no shows”. A student who has not attended any class by the end of the No Show period must be submitted as a No Show. It is imperative that your accounting and entry is accurate. The dates for submitting the No Show’s will be given each semester in an email from the departmental secretary and recorded in the student information system.

At the mid-term, all Learning Support students who have violated the Board of Regents mandated attendance policy will be withdrawn from all courses. If you have a student in your class who has been withdrawn for this reason, they must not be allowed to continue in your class. Check your class lists in the student information system the week after mid-term to insure that no students who have been withdrawn are still coming to your class.

Class lists should be checked periodically throughout the term to accurately reflect the same students in your class as are on the official records.

Final Exams & Final Grades

Final exams are to be given at the time and date published in the class schedule. No exam date or time is to be changed. Students are not allowed to take an exam before the designated exam period. The Department Chair must approve any exceptions due to unusual extenuating circumstances.

An "I", incomplete, for unusual extenuating circumstances, must be approved by the department chair before being assigned. This requires supportive forms and documents from the student. The completed “I” form must be on file in the Business Department Office at the same time that you enter your grades.

Do not give a joint enrollment student his or her numerical grade. Only alphabetical grades are given to JE students, just as to other college students.

All grades must be entered on time. Final grades are entered electronically on SIS. If a student does not complete the course and does not withdraw, you must assign a grade of “F”.
End of Term Procedures

Turn in a copy of final exams along with the copy of your attendance records and grades to the department secretary.

You must keep grade and attendance records on file for at least 1 academic years. Final Exams must be kept on file for one semester. Final Exams may not be returned to students, but may be reviewed with students in the Business office.

Classroom Observations

Classroom observations of part-time faculty will be made during the academic year.
Syllabus Checklist

This checklist includes required and suggested components of syllabi at GPC as indicated in the *Georgia Perimeter College Policy Manual*. Faculty at the college as a convenience in composing syllabi may use it.

**REQUIRED COMPONENTS:**

**Information about the Instructor**
- Name
- Office number
- Office hours
- Times when students may contact you
- Office phone number
- E-mail address, if available

**Course Information**
- Heading (college name) Course ID - e.g., PADL 101 400
- Course title and location
- Required texts - titles, authors, editions
- Course description
- Course objectives reflecting Expected Educational Results

**Attendance Policy**

Attendance Policy Preamble:

“Student’s academic success is the major priority of the College. Because regular participation enhances the learning process, students are expected to adhere to the attendance policy set forth by the College and individual faculty members. Differences in content and teaching styles exist among courses, which can impact students’ learning. Therefore, students are strongly encouraged to attend all classes to better prepare them for assignments, tests, and other course-related activities. Students are accountable for assignments and material covered during an absence”.

**Withdrawal Policy**

**Schedule Information**
- Dates of major assignments, papers, field trips, projects, etc.
- Dates of midterm and/or other important tests.
- Disclaimer stating dates may change
- Date and time of final exam

**Grading Information**
- Course requirements: exams, quizzes, classroom participation, projects, and papers, including the percentage each counts toward the final grade
- Policies on missed exams and late work.
- Grading scale and standards

**Other**
- Americans with Disabilities Act
- Academic Honesty
- Equal Opportunity Affirmative Action

*This information may be included in departmental handouts distributed with the syllabus.*
SUGGESTED COMPONENTS:

- Recommended supplemental course materials
- Schedule of class meetings, including subject matter and topics to be covered as well as pre-class readings and other assignments
- Unique class procedure/structures, such as cooperative learning, peer review, panel presentations, portfolios, case studies, journals or learning logs, and others
- Special components: science and computer labs, tutorials, computer classroom, Instructional Support Services Lab, and others

AMERICANS WITH DISABILITIES ACT STATEMENT
If you are a student who is disabled as defined under the Americans with Disabilities Act and requires assistance or support services, please seek assistance through the Center for Disability Services. A CDS Counselor will coordinate those services.

ACADEMIC HONESTY STATEMENT
Each faculty member will use the Academic Honesty Statement developed by his or her discipline unit.

EQUAL OPPORTUNITY STATEMENT
No person shall, on the grounds of race, color, sex, religion, creed, national origin, age, or disability, be excluded from employment or participation in, be denied the benefits of, or otherwise be subjected to discrimination under any program or activity conducted by GPC.

AFFIRMATIVE ACTION STATEMENT
Georgia Perimeter College adheres to affirmative action policies to promote diversity and equal opportunity for all faculty and students.
Common Course Outlines

**ACCT 2101**

**Credit Hours** 3

**Course Title** PRINCIPLES OF ACCOUNTING I: FINANCIAL

**Prerequisite(s)** None

**Corequisite(s)** None Specified

**Catalog Description**
This course is a study of the underlying theory and application of financial accounting concepts. It is an introduction to the fundamental principles and practices of accounting as a device for reporting business activity. It provides the student with an understanding of the underlying theory and principles of accounting. The construction, understanding, and analysis of financial statements as they evolve from business transactions and records are emphasized. The rational synthesis of raw data into useful summary form in financial statements underlies all aspects of this course. Mathematical skills, critical thinking, computer use, and effective communications are important parts of student participation.

**Expected Educational Results**
As a result of completing this course, the student will be able to:
1. Know the purpose of each financial statement and the relationships among the financial statements.
2. Understand the classified Balance Sheet and the use of ratios in the analysis of financial statements.
3. Identify asset, liability, stockholders’ equity, revenue, expense, and dividend accounts; analyze business transactions; record those transactions in debit/credit format in the journal; post those transactions to the ledger; and prepare the Trial Balance.
4. Prepare prepayment and accrual adjustments and explain the reasons for those adjustments; prepare the adjusted Trial Balance; prepare the Income Statement, Statement of Retained Earnings, and Balance Sheet from the adjusted Trial Balance; and understand the closing process.
5. Analyze and record the transactions of a merchandising business and prepare the financial statements of a merchandising business.
6. Assign costs to Cost of Goods Sold and ending Inventory using different inventory costing methods and understand the effects of different inventory costing methods on the statements of a merchandising business.
7. Understand and record transactions related to uncollectible accounts and notes receivable.
8. Understand and record transactions related to long-lived assets.
9. Understand and record transactions related to current and long-term liabilities.
10. Understand and record transactions related to Stockholders’ Equity.
12. Use horizontal, vertical, and ratio analysis to measure the performance of a company.

**General Education Outcomes**
1. This course addresses the general education outcome relating to communications as follows:
   a. Students develop their reading comprehension skills by reading the text, handout materials, tests, and examinations.
   b. Students develop their listening skills through lecture and small group problem solving.
   c. Students develop their reading and writing skills through the use of problems or assignments developed specifically to include writing across the curriculum in accounting courses.
   d. Students develop and use computer skills through the use of internet assignments.
2. This course addresses the general education outcomes of mathematical concept usage and applying
the scientific method as follows:
a. Students must apply mathematical concepts in the solution of problems designed to illustrate the accounting principle being taught.
b. Students apply the scientific method in the analysis, setup, and solution of the problems designed to illustrate the accounting principle being taught.

**Course Content**

1. Introduction to financial statements  
2. A further look at financial statements (ratios)  
3. The accounting information system  
4. Accrual accounting concepts  
5. Merchandising operations and the multiple-step income statement  
6. Reporting and analyzing inventory  
7. Reporting and analyzing receivables  
8. Reporting and analyzing long-lived assets  
9. Reporting and analyzing liabilities  
10. Reporting and analyzing stockholders’ equity  
11. Statement of Cash Flows  
12. Performance measurement

**Assessment of Outcome Objectives**

**COURSE GRADE**  
Tests, a final exam, and other graded assignments prepared by individual instructors will be used to determine the course grade.

**COURSE ASSESSMENT**  
This course will be assessed every five years. Common questions will become part of the final exam. These common questions will be the responsibility of a college wide faculty committee.

**USE OF THE ASSESSMENT FINDINGS**  
The Director of Institutional Effectiveness will summarize the results of the exam common questions. After the results are summarized, they will be sent to the chair of the college wide assessment committee. The chair will call a discipline group meeting of all full-time accounting faculty to analyze the results and to determine needed changes for the course. Support personnel will be brought in as needed. A summary of the group analysis, specific detail, and a timetable for implementation of changes will be prepared. The Academic Dean assigned on the Matrix Grid will monitor and document the implementation of approved changes. A record of these activities will be kept in the office of the Academic Dean designated on the Matrix Grid.
ACCT 2102

Credit Hours 3

Course Title PRINCIPLES OF ACCOUNTING II: MANAGERIAL

Prerequisite(s) ACCT 2101 with a "C" or better

Corequisite(s) None Specified

Catalog Description
This course is a study of the underlying theory and application of managerial accounting concepts. It
emphasizes application and utilization of accounting principles in business entities. The areas of costs,
business management, budgeting, cost reporting and control, as well as specialized internal reports are
covered.

Expected Educational Results
As a result of completing this course, the student will be able to:
1. Describe managerial accounting, distinguish the different costs for a manufacturing business, and
demonstrate an understanding of the financial statements for a manufacturing business.
2. Account for product and period costs in a job order cost accounting system.
3. Distinguish between a traditional costing system and an activity based costing (ABC) system, allocate
costs using ABC, and demonstrate an understanding of just in time processing.
4. Distinguish different costs by behavior and perform cost volume profit analysis.
5. Describe the budgeting process and prepare the operating and financial budgets.
6. Prepare a flexible budget and describe the features of a responsibility accounting system.
7. Describe the process of setting standard costs and calculate variances between standard costs and
actual costs.
8. Describe the concept of incremental analysis and perform incremental analysis in a variety of
situations.
9. Perform capital budgeting analysis using a variety of techniques.

General Education Outcomes
1. This course addresses the general education outcome relating to communications as follows:
a. Students develop their reading comprehension skills by reading the text, handout materials, tests,
and examinations.
b. Students develop their listening skills through lecture and small group problem solving.
c. Students develop their reading and writing skills through the use of problems or assignments
developed specifically to include writing across the curriculum in accounting courses.
d. Students develop and use computer skills through the use of internet assignments.
2. This course addresses the general education outcomes of mathematical concept usage and applying
the scientific method as follows:
a. Students must apply mathematical concepts in the solution of problems designed to illustrate the
accounting principle being taught.
b. Students apply the scientific method in the analysis, setup, and solution of the problems designed to
illustrate the accounting principle being taught.

Course Content
1. Managerial accounting
2. Job order cost accounting
3. Activity based costing
4. Cost volume profit relationships
5. Budgetary planning
6. Budgetary control and responsibility accounting
7. Performance evaluation through standard costs
8. Incremental analysis
9. Capital budgeting

**Assessment of Outcome Objectives**

**COURSE GRADE**
Tests, a final exam, and other graded assignments prepared by individual instructors will be used to determine the course grade.

**COURSE ASSESSMENT**
This course will be assessed every five years. Common questions will become part of the final exam. These common questions will be the responsibility of a college wide faculty committee.

**USE OF THE ASSESSMENT FINDINGS**
The Director of Institutional Effectiveness will summarize the results of the exam common questions. After the results are summarized, they will be sent to the chair of the college wide assessment committee. The chair will call a discipline group meeting of all full-time accounting faculty to analyze the results and to determine needed changes for the course. Support personnel will be brought in as needed. A summary of the group analysis, specific detail, and a timetable for implementation of changes will be prepared. The Academic Dean assigned on the Matrix Grid will monitor and document the implementation of approved changes. A record of these activities will be kept in the office of the Academic Dean designated on the Matrix Grid.
BISM 2601

Credit Hours 3

Course Title BUSINESS INFORMATION SYSTEMS

Prerequisite(s) None

Corequisite(s) None Specified

Catalog Description
This course familiarizes students with management information systems theory, the hardware and software systems available for meeting information systems requirements, and the application of current software packages (spreadsheets and databases) to solve information problems. The emphasis is primarily on using the computer through practical, hands-on operation thereby providing experience in the use of computers in higher level courses and a business environment.

Expected Educational Results
As a result of completing this course, the student will be able to:
1. Define and/or identify the functional role of hardware and software components and terminology.
2. Describe the concept of a management information system.
3. Explain the role of a management information system in an organization.
4. Explain the impact of information technology on society.
5. Demonstrate the ability to create a worksheet to solve a problem using a worksheet application program, display the solution graphically, and print the results.
6. Demonstrate the ability to create a database, store, retrieve, and manipulate data using a database management application program; create, use, and print queries as well as print the data in forms and/or reports.

General Education Outcomes
This course addresses the following Georgia Perimeter College General Educational Outcomes:
1. Communicate effectively through speaking, listening, reading, and writing.
2. Demonstrate individual and collaborative problem solving and critical thinking skills.
3. Collect, interpret, and communicate quantitative data.
4. Locate, organize, analyze and generate information-using computers.
5. Recognize and apply scientific inquiry in a variety of settings.
6. Apply knowledge of personal, societal, and cultural development to living and working in a diverse environment.
7. Demonstrate the academic preparation required for completing an associate degree, transferring to a senior college or university, enhancing workplace skills, or pursuing other personal goals.
8. Develop independent learning skills that will sustain lifelong learning.

Course Content
1. Information Systems and Information Technology
   a. Basic Hardware and Software Components
   b. Management Information Systems
   c. Different Levels of Computer Systems
   d. Business Use of Information Systems
   e. Information Systems and Their Impact on Society
2. Worksheet Application Software
   a. Worksheet Overview
   b. Menu, Toolbars, Shortcuts
Assessment of Outcome Objectives

COURSE GRADE
1. A minimum of twenty-five percent (25%) and a maximum of thirty-five percent (35%) of the course grade will be determined by an examination(s) and projects covering the topics in Area I of the course content.
2. A minimum of ten percent (10%) and a maximum of twenty-five percent (25%) of the course grade will be determined by graded products to be prepared by the student.
3. A minimum of ten percent (10%) and a maximum of twenty percent (20%) of the course grade will be determined by an in-class, hands-on worksheet examination(s) covering the topics in Area III of the course content.
4. A minimum of ten percent (10%) and a maximum of twenty percent (20%) of the course grade will be determined by an in-class, hands-on database examination(s) covering the topics listed in Area IV of the course content.
5. Final Examination -- A minimum of twenty percent (20%) of the course grade will be determined by an in-class, hands-on final exam covering the two software packages. Additional course materials may be included on the final examination at the discretion of the instructor.

COURSE ASSESSMENT
This course will be assessed on a five-year cycle. Assessment of the course at times other than the regularly scheduled five-year cycle will be conducted at the discretion of the Vice President for Academic Affairs. Random sampling of student output across campuses will served as the basis of this assessment. This random sampling will include, but not limited to, both sections of the final examinations.

USE OF ASSESSMENT FINDINGS
The random samples from all campuses will serve as the basis for this assessment. Random samples will include all areas of the course grade section above. The committee will provide the Vice President for Academic Affairs with a report summarizing their analysis of the samples as well as suggested changes and/or amendments to the course as suggested by their analysis. The report will also include a specific time line for the implementation of the recommended changes. The Vice President for Academic Affairs will follow-up and document the implementation of agreed upon changes. A record of these activities will be kept in the office of the Academic Affairs.
### BUSA 2106

**Credit Hours** 3  
**Course Title** THE ENVIRONMENT OF BUSINESS  
**Prerequisite(s)** None  
**Corequisite(s)** None Specified

#### Catalog Description

This course is an introduction to the legal, regulatory, political, social, ethical, cultural, environmental, and technological issues that form the context for business. It includes an overview of the impact of demographic diversity on organizations.

#### Expected Educational Results

As a result of completing this course, the student will be able to:
1. Define and identify the functional role of the legal system and the government in business relations.  
2. Describe the concept of the legal system, as well as the regulatory system in the United States.  
3. Discuss the changes that have taken place in the legal and regulatory systems over time due to social, cultural, political and technological advances.  
4. Discuss the legal problems and regulations in the area of tort law and product liability.  
5. Discuss the legal problems and regulations in the area of business organizations.  
6. Discuss the legal problems and regulations in the area of intellectual property law.  
7. Discuss the legal problems and regulations in the area of employment law.  
8. Discuss the legal problems and regulations in the area of securities and antitrust law.  
9. Discuss the legal problems and regulations in the area of consumer and environmental protection.  
10. Demonstrate a grasp of legal terminology associated with the business community.  
11. Demonstrate the ability to analyze problems and apply the appropriate legal concepts

#### General Education Outcomes

1. Students develop listening, speaking, reading, and writing skills in the following ways:
   a. They develop their speaking skills through classroom presentations, legal cases, debates, mock trials, and informal class discussions.  
   b. They develop their listening skills through lecture and small group problem solving.  
   c. They develop reading skills through case studies, text and handout materials, and assessment of electronic resources during Internet research exercises.  
   d. They develop writing skills through the use of case study briefs that provide organized
solutions to legal business problems. All major exams are also in essay form requiring written solutions.
2. Students develop skills relating to identifying and evaluating global, economic, political, historical, and geographic forces and analyze how these forces shape the past, present, and future as follows:
   They learn how to analyze how political, economic, and other social forces have impacted the legal system and its regulation of business. We also detail how cultural forces are constantly changing the political nature and history of the legal system, and in turn, business.
3. Students address the general education outcome of identifying and analyzing competing values underlying contemporary issues as follows:
   They study ethical decision-making in business, employment discrimination and diversity in the workforce issues, as well as competing interests in the area of anti-trust law and consumer and environmental protection.

Course Content

1. Introduction to the Legal System 
   a. Ethics and Social Responsibility 
   b. Judicial and Alternative Dispute Resolution 
   c. Constitutional and Administrative Law 
   d. Intentional Torts and Negligence 
   e. Product Liability 
   f. Business Crimes 
   g. Intellectual Property 
2. Private Business Regulation 
   a. Contact Formation and Commercial Law 
   b. Contract Performance 
   c. Sole Proprietorships, Partnerships, and Corporations 
   d. Corporations and Conducting Foreign Business 
3. Public Regulation of Business 
   a. Employment, Labor, and Safety laws 
   b. Equal Opportunity in Employment 
   c. Consumer Protection 
   d. Environmental Protection 
   e. Antitrust Law 
   f. Securities and Commodities Regulation 

Assessment of Outcome Objectives

COURSE GRADE 
1. Course grade will be determined through exams and other assessments covering the topics listed in the Course Outline 
2. At least twenty percent of the course grade will be determined by an outside project based on Internet research and presented in both oral and written form. The assignment may consist of a current legal issue or court case analysis and its global impact, or an analysis of a current
business issue and suggested legal solutions.

DEPARTMENTAL ASSESSMENT
The course will be assessed annually in fall semester. Assessment more than once a year will be conducted at the discretion of the academic unit coordinator. Assessment tools will include questions contained on the comprehensive final exam.

USE OF ASSESSMENT FINDINGS
The sample questions and sample project profiles will be assessed by a campus-wide committee composed of faculty involved in the teaching of the course. The committee will provide their academic dean a report analyzing the samples as well as suggested changes and/or amendments to the course suggested by their analysis.

Reviewed
March 1, 2005

Last Revised: October 7, 2008
ECON 2105

Credit Hours 3

Course Title PRINCIPLES OF MACROECONOMICS

Prerequisite(s) Exit or exemption from Learning Support Reading or ENSL 0090 with a C or better

Corequisite(s) None Specified

Catalog Description
An introductory course in macroeconomics providing an understanding of the foundations of economic analysis and economic problem solving. Topics include the basic economic problem, market supply, demand, and equilibrium, the measurement of aggregate economic performance, aggregate supply and demand theory, monetary and fiscal policy, and macroeconomic components of international economics.

Expected Educational Results
The student should be able to understand, analyze and evaluate:

1. The Basic Economic Problem
2. Supply, Demand, and Market Equilibriums
3. The Measurement of Aggregate Economic Performance
4. Aggregate Supply and Aggregate Demand
5. Money and Financial Markets
6. Monetary and Fiscal Policies
7. Macroeconomic Components of International Economics

General Education Outcomes
1. Students will communicate effectively through oral communication, reading and writing:
   a. reading comprehension will be developed by reading the text and ancillary materials;
   b. listening skills will be developed through lecture and class activities;
   c. reading and writing skills will be developed through the use of problems and activities, such as article summaries and papers, developed specifically to enhance student understanding of macroeconomic principles.

2. Students will demonstrate effective problem-solving and critical thinking skills by organizing, interpreting and evaluating ideas designed to illustrate macroeconomic principles.

3. Students will understand, interpret, and communicate quantitative data by solving problems and analyzing graphically presented material developed to illustrate macroeconomic principles.

4. Students will develop their abilities to better understand how global, political, historical, and geographic forces shape macroeconomic theories and policies through reading, lectures, and classroom activities.

Course Content
I. The Basic Economic Problem
   A. Scarcity
   B. Opportunity cost
   C. Choice
II. Supply, Demand, and Market Equilibriums

III. The Measurement of Aggregate Economic Performance  
   A. GDP and its components  
   B. Real vs. nominal values  
   C. Unemployment  
   D. Inflation

IV. Aggregate Supply and Aggregate Demand  
   A. Potential GDP  
   B. Economic growth and productivity  
   C. Determinants and Components of AS and AD and equilibrium GDP  
   D. The GDP Multiplier effect

V. Money and Financial Markets  
   A. Money  
   B. Money creation  
   C. Financial institutions  
   D. Present value

VI. Monetary and Fiscal Policies  
   A. Tools of monetary policy  
   B. Tools of fiscal policy  
   C. Automatic and discretionary fiscal policies  
   D. Pros and Cons of Monetary and Fiscal Policy

VII. Macroeconomic Components of International Economics  
   A. International Trade  
   C. International economic development

Assessment of Outcome Objectives

COURSE GRADE
The course grade will be determined by a mix of tests, homework, presentations, written assignments and other assessment techniques as well as a required final exam.

COURSE ASSESSMENT
This course will be assessed according to the assessment methodology adopted by the Economic Committee.

USE OF ASSESSMENT FINDINGS
The results of the current assessment instrument will be summarized by the Academic Dean. The Dean will chair a discipline group meeting of all economics faculty to analyze the results and determine implications for curriculum changes. A summary of the group analysis, as well as specific detail and a timeline for implementation of changes, will be prepared as a result of the group meeting. The Dean will follow up and document the implementation of agreed upon changes. A record of these activities will be kept in the office of the Academic Dean.
ECON 2106

Credit Hours  3

Course Title  PRINCIPLES OF MICROECONOMICS

Prerequisite(s)  Exit or exemption from Learning Support Reading or ENSL 0090 with a C or better

Corequisite(s)  None Specified

Catalog Description
An introductory course in microeconomics introducing students to concepts that will enable them to understand and analyze structure and performance of the market economy. Topics include the basic economic problem, markets and price determination, theories of the firm, factor markets, the microeconomic issues, and microeconomic components of international economics.

Expected Educational Results
As a result of completing this course, the student will be able to understand, analyze and evaluate:
1. The Basic Economic Problem
2. Markets and Price Determination
3. Theories of the Firm
4. Factor Markets
5. Microeconomic Issues
6. Microeconomic Components of International Economics

General Education Outcomes
1. Students will communicate effectively through oral communication, reading and writing:
   a. reading comprehension will be developed by reading the text and ancillary materials;
   b. listening skills will be developed though lecture and class activities;
   c. reading and writing skills will be developed through the use of problems and activities, such as article summaries and papers, developed specifically to enhance student understanding of microeconomic principles.

2. Students will demonstrate effective problem-solving and critical thinking skills by organizing, interpreting and evaluation ideas designed to illustrate microeconomic principles.

3. Students will understand, interpret, and communicate quantitative data by solving problems and analyzing graphically presented material developed to illustrate microeconomics principles.

4. Students will develop their ability to better understand how global, political, historical, and geographic forces shape microeconomics theories and policies though reading, lectures, and classroom activities.

Course Content
I. The Basic Economic Problem
   A. Scarcity
   B. Opportunity cost
   C. Choice

II. Markets and Price Determination
   A. Supply, Demand, and Market equilibriums
   B. Utility
C. Elasticity
D. Price Ceilings and Floors

III. Theories of the firm
   A. Revenues, Costs, Output
   B. Profit Maximization
   C. Market Structures

V. Factor Markets
   A. Wages
   B. Rents
   C. Interest
   D. Profits

V. The Microeconomic Issues
   A. Public vs. private goods
   B. Maintaining competition
   C. Externalities
   D. Income redistribution and Public Choice
   E. Current issues

VI. Microeconomic Components of International Economics
   A. International Trade
   D. International economic development

Assessment of Outcome Objectives

COURSE GRADE
The course grade will be determined by a mix of tests, homework, presentations, written assignments and other assessment techniques as well as a required final exam.

COURSE ASSESSMENT
This course will be assessed according to the assessment methodology adopted by the Economic Committee.

USE OF ASSESSMENT FINDINGS
The results of the current assessment instrument will be summarized by the Academic Dean. The Dean will chair a discipline group meeting of all economics faculty to analyze the results and determine implications for curriculum changes. A summary of the group analysis, as well as specific detail and a timeline for implementation of changes, will be prepared as a result of the group meeting. The Dean will follow up and document the implementation of agreed upon changes. A record of these activities will be kept in the office of the Academic Dean.
SURB 1105

Credit Hours 3

Course Title Survey of the Business Enterprise

Prerequisite(s) Exit or exemption from Learning Support reading or all ESL requirements except ENSL 0091.

Corequisite(s) None Specified

CATALOG DESCRIPTION
A survey of the business enterprise and its major functional components, its role in our domestic economic system and the global economy. The course examines ways to critically analyze and solve business problems, looks at ethical behavior and the concept of social responsibility in business. Although business majors may take this course as an elective, it is designed for all students.

EXPECTED EDUCATIONAL RESULTS
1. As a result of completing this course, the student will be able to:
2. Demonstrate knowledge of basic business concepts, terminology, and institutions.
3. Demonstrate knowledge of common business functions, and challenges managers have in the business areas of management, operations, marketing, accounting, finance, human relations, and information systems.
4. Demonstrate the ability to think critically about business problems and utilize basic accounting, finance, marketing, and management concepts to formulate viable solutions to business problems.
5. Demonstrate an understanding of how the American free market system functions, and how it is integrated into and affected by the global economy.
6. Demonstrate an understanding of both ethical behavior and social responsibility in business.

GENERAL EDUCATION OUTCOMES
1. This course addresses the following Georgia Perimeter College General Educational Outcomes:
2. Communicate effectively through speaking, listening, reading, and writing.
3. Demonstrate individual and collaborative problem-solving and critical thinking skills
4. Apply knowledge of personal, societal, and cultural development to living and working in a diverse environment.
5. Demonstrate the academic preparation required for completing an associate degree, transferring to a senior college or university, enhancing workplace skills, or pursuing other personal goals.
6. Develop independent learning skills that will sustain lifelong learning.

1. Students develop listening, speaking, reading, and writing skills in the following ways:
   1.1. They develop their listening skills through lecture and small group problem solving.
   1.2. They develop their speaking skills through classroom presentations and informal class discussions.
   1.3. They develop their reading skills through textbook reading assignments, case studies, and handout materials.
   1.4. They develop writing skills through the completion of written assignments and short essay questions on examinations.
   1.5. They must also deal with short-answer type questions on course exams.

2. This course addresses the general education outcome relating to identifying and evaluating global, economic, political, historical, and geographical forces and analyzes how these forces help shape the past, present, and future as follows:
   2.1. The role of the business enterprise as an engine of the free market economic system.
   2.2. The role businesses play in international trade and the global economy.
3. The general education outcome of identifying and analyzing competing values underlying contemporary issues is addressed by:
   3.1. The study of ethical decision-making in business.
   3.2. The concept of social responsibility in business.

COURSE CONTENT
1. Introduction to business organization
   1.1. The business organization defined
   1.2. The for-profit and non-profit forms
   1.3. Providers of goods and services
2. Domestic and global economic systems
   2.1. What they are
   2.2. The nature of the free-market economy
   2.3. International trade
3. Ethics
   3.1. Defined
   3.2. Its role in corporate social responsibility
4. Global business
   4.1. International trade
5. Business organization
   5.1. The three major forms
   5.2. Advantages and disadvantages
6. Management concepts
   6.1. The four traditional functions
   6.2. Management skills
7. The role of information technology in effective business operations
   7.1. Functional area information and processing systems
   7.2. Databases and networks
8. The operations function
   8.1. The production process
   8.2. Logistics
9. Human resource function
   9.1. Recruiting and retention
   9.2. Professional development
10. Marketing and customer service function
    10.1. Market research and analysis
    10.2. Product pricing and promotion
    10.3. Customer service and retention
11. The accounting and finance function
    11.1. Basic functional areas in accounting
    11.2. The role of finance in the business organization

ASSESSMENT OF EXPECTED EDUCATIONAL RESULTS

COURSE GRADE
Forty to sixty percent of the course grade will be determined through exams covering the topics listed in the Course Outline.
Ten to thirty percent of the course grade will be determined by an outside project or projects that may include written research or analysis, oral presentation, or group presentations.
Twenty to fifty percent of the course grade will be determined by a final exam at the end of the semester.

DEPARTMENTAL ASSESSMENT The course will be assessed annually. Assessment tools will include but not necessarily be limited to questions contained on the comprehensive final exam, given in the fall semester. The academic unit coordinator will have the option to include other means of assessing performance through the administration of essay questions, or portfolio–style assessment through the use of special project assignments.
USE OF ASSESSMENT FINDINGS
In spring semester, the course committee will compile and analyze the results gleaned from the assessment instruments, and discuss suggested improvements to the course content and/or organization. This procedure represents a continuous quality feedback loop of 1) assessment, 2) analysis, and 3) updating that occurs on an annual basis. By the end of spring semester, the committee will present an annual report to the academic dean, presenting the results of that year assessment cycle, and other items as appropriate.
### Faculty Orientation Checklist

As much of this information is specific to campus, it will be completed by the mentor assigned to the new faculty member.

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Portions of this document were adapted, and sometimes copied wholly from the Math Division policies and procedures document. Thanks to our math colleagues for making our job easier. Thanks also to Mr. Bill Moon for his initial early work in producing this product. LM & FB