



Jones College Syllabus
Introduction To Business | BAD1113
Summer 2026 | WWW
Canvas Online

This course syllabus is intended to provide you with detailed information specific to this class. In addition, there is a separate College syllabus that outlines crucial policies and procedures applicable to all students. It is essential that you review and understand the College syllabus to ensure you are aware of important policies and procedures. Your adherence to these guidelines is crucial for your success and the integrity of our academic community. You can access the College syllabus from your Canvas course home page.

[View the College Syllabus for important withdrawal dates.](#)

Instructor Contact Information

Instructor: Jason Cooley

- Phone: 601.477.4181
- Office Location: Academic Support Bldg., Office 205
- Office Hours: Online(Available upon request)
- Email: jason.cooley@jcdc.edu

Prerequisites

None.

Course Description

This course is designed to introduce students to the basic concepts of business. Students receive instruction regarding the current business and economic environment, entrepreneurship, marketing, management, financial management, and business careers.

Required Texts and Materials

Ebook included in course – Introduction to Business, Lawrence J. Gitman, et al., OpenStax

Communication

The best way to communicate with me is via Canvas Inbox or Jones College email. Emails will be responded to within 24 hours; emails sent on Fridays, weekends, or during school holidays may not get a response until the campus reopens.

Learning Outcomes:

Upon completion of the course, the student will be able to:

- A. Describe the major forms of business ownership.
- B. Describe the responsibilities of businesses to their various stakeholders.
- C. Explain the fundamentals of effective management.
- D. Explain how businesses market their products and services.
- E. Discuss the financial management of a business from the perspectives of accounting, financing, and investing.
- F. Make a well-informed decision about a college major and a possible business career.
- G. Use the Internet, e-mail, and word processing to explore the use of the computer as a business tool.

Methods of Evaluation

- A. Chapter Quizzes: Eleven online objective chapter quizzes on material covered will be given through Canvas
- B. Discussion Questions: Discussion questions are available for every chapter discussed in the course. Discussion questions give students the opportunity to apply the course knowledge in a practical manner.
- C. Business Career Presentation: Research on requirements to obtain a job for a specific career. Information will be presented using Microsoft PowerPoint and submitted through Canvas.
- D. Midterm Exam: The midterm exam assesses knowledge of all chapters covered within the first part of the course.
- E. Stock Market Game: Analyze and discuss the financial elements of a real company and consider how those financial elements impact the decisions made by other parts of the company (marketing, management, etc.).
- F. Proctored Final Exam: The final is a comprehensive exam covering the various topics discussed throughout the semester.

Your final course grade will be calculated using the following components:

Midterm/Final Exam: 35%

Chapter Quizzes/Discussions: 40%

Career Presentation: 10%

Stock Market Project: 15%

Grading Information

A 90%

B 80%

C 70%

D 60%

F Below 60%

Students who do not take the final exam will not complete the course.

Incomplete Grades

Students will not be given an incomplete grade in the course without sound reason and documented evidence as described in the [Student Policies and Procedures](#). In any case, for students to receive an incomplete, they must be passing and must have completed a significant portion of the course.

Testing Information (online courses)

PROCTORED EXAM(S): All MSVCC courses must have a minimum of one and a maximum of three proctored exams. Jones College policy is that the proctored exam(s) equal(s) at least 30% of your final average. Visit the [eLearning Proctored Exams](#) page for more information on proctoring options including Virtual Proctoring if you plan to take your proctored exam(s) virtually.

Late/Makeup Work

Please enter instructor expectations regarding any late/makeup work submissions.

Attendance

Students will be placed on probation if they miss __1__ days.

Students will FA (failure due to absences) or be withdrawn from the course if they miss __2__ days. The grade of FA or W will be determined by the last day of attendance in a face-to-face class and the last day of participation in an online class. The FA/W dates are determined by the table found in the College syllabus.

Allowed Absences: Class attendance is required, and the maximum number of absences allowed in a course will be determined based on the enrollment audit and reporting guidelines established by the Mississippi Community College Board. When a student's absences reach the probational level, the Office of Student Affairs will notify the student that absences are jeopardizing the student's chances of success in the course. Upon exceeding the number of allowed absences for a class, the student will be removed from the class due to absences.

Appeal Procedure for Excessive Absences: Students who are dropped from a course due to excessive absences must first petition their instructor for readmission to the class. The instructor may allow students to be reentered if the absences are deemed to be justifiable. If the instructor does not grant readmission to the class, students may then appeal to the Office of Student Affairs for readmission. All appeals to re-enter must be made immediately. Absences occurring during the appeal process will be counted against students. Students have the right to file a grievance regarding the decisions made by instructors and the Dean of Students. Grievance procedures are available in the [Grievance Procedure Policy \(05.06\)](#).

Academic Progress: Students enrolled in online or in-person courses are expected to make academic progress on a weekly basis. Progress will be determined by completing class assignments and participation in online and/or in-person class meetings. Signing into a class through CANVAS does not count as academic progress. Should students choose not to make academic progress in a class, absences will be recorded to reflect the action.

Classroom Behavior

Any acts of classroom disruption will not be tolerated, in accordance with the Student [Code of Conduct 05.16](#) described in the [Student Policies and Procedures](#).

Artificial Intelligence

Students should review the College's policies and/or instructor guidelines regarding the use of AI. Jones College understands that artificial intelligence (AI) tools are intended to support student work, not replace original thought or effort. These tools should be used only with the explicit and clear permission of each individual instructor, and then only in the ways allowed by the instructor. Students should approach the use of AI tools with academic honesty and ethical considerations. If it is proven that a student submits AI generated work without instructor approval, the Jones College Student Code of Conduct will be enforced.

Accommodations

Statement of Non-Discrimination and ADA Statement: Jones County Junior College does not discriminate on the basis of race, color, national origin, age, sex, or disability in its programs, activities, or employment practices. Contact information for the persons that have been designated to handle inquiries and grievances regarding the non-discrimination policies: (ADA/ Section 504) [ADA Coordinator](#), Student Affairs, phone 601-477-2673; email ADACoordinator@jcjc.edu and (Title IX) [Title IX Coordinator](#), email TitleIXCoordinator@jcjc.edu Hutcheson-Hubbard Administration Building, Jones College, 900 South Court Street, Ellisville, MS 39437.

In order to receive reasonable accommodations for a disability, students must register with the [Office of Disability Accommodations](#) (ODA) and provide current documentation of a disability. Students not enrolled at Jones College need to contact their local Office of Disability Coordinator at their respective campuses.

SACSCOC Statement for Accredited Institutions

Jones County Junior College is accredited by the Southern Association of Colleges and Schools Commission on Colleges (SACSCOC) to award associate degrees. Degree-granting institutions also may offer credentials such as certificates and diplomas at approved degree levels. Questions about the accreditation of Jones County Junior College may be directed in writing to the Southern Association of Colleges and Schools Commission on Colleges at 1866 Southern Lane, Decatur, GA 30033-4097, by calling (404) 679-4500, or by using information available on SACSCOC's website (www.sacscoc.org).

Disclaimer

The content in this syllabus is subject to change at the discretion of the instructor. Instructors will notify students of any changes, or the changes will be null and void.

