



Business Fundamentals

MGT 8803/6753

Fall 2025

Head Instructor: Ryan Blunck (Accounting) ryan.blunck@scheller.gatech.edu

Head TA: Nathan Kurlansik nathankurlansik@gatech.edu

Instructor: Narayanan Jayaraman (Finance) narayanan.jayaraman@scheller.gatech.edu

Instructor: Bob Myers (Supply Chain) bob.myers@scheller.gatech.edu

Instructor: Francis Ulgado (Marketing) francis.ulgado@scheller.gatech.edu

Instructor: Charles Easley (Business Strategy) chuck.easley@scheller.gatech.edu

Course Description:

Business Fundamentals is an introductory course which provides students with a foundational understanding of various business disciplines. The course is taught as a series of modules by professors who specialize in five functional areas: Accounting, Finance, Supply Chain Management, Marketing, and Business Strategy.

- Accounting: The study of how businesses create information useful for investment decisions
- Finance: The effective use of information to make important business decisions which create value
- Supply Chain Management: The study of converting inputs into finished goods and services
- Marketing: Satisfying customer needs through marketing strategy and implementation
- Business Strategy: The study of strategic management and competitive advantages

The primary goal of this course is to introduce important business ideas to analytics/engineering students. By understanding these topics, you are better prepared to support managers in decision-making. This course does not focus on engineering or data analytics technology and methods but rather teaches you about the data needs of business professionals.

Course Requirements:

The course is taught as a sequence of five 3-week modules. Course content is delivered, and student support is provided mainly through Canvas. Lecture materials will be delivered through pre-recorded asynchronous video lessons available on Canvas. You should complete the asynchronous video lessons in preparation for the weekly 90-minute synchronous Zoom class. See the course schedule for dates and times. If you are unable to attend the weekly Zoom class, the calls are recorded and posted to Canvas in the “Media Gallery” section within 24 hours. It is strongly recommended that you attend the live classes whenever possible.

You are encouraged to actively participate in the course forums or “Ed Discussion”. This is a great place to ask questions and discuss the various topics you learn about in the course. You may also post questions directly to the course instructors and TAs in the forums. The “Ed Discussion” is monitored every day by course instructors and TAs.

At the conclusion of each of the three-week modules you will complete a graded exam. There are also two graded simulations during the semester.

We want each of you to succeed, so if we can help you, we will be happy to do so. You are expected to devote significant time each week to completing the course requirements. We recognize that if you have never been exposed to a business course then you may initially find some of the material challenging. However, with effort we are confident that you will be successful!

Grades:

Learning is the goal, and we want you to succeed and achieve that goal. Grades provide feedback on your ongoing performance during the semester as well as your overall performance upon completing the course. There are 7 components of your grade:

<u>Item</u>	<u>Points</u>
Accounting Exam	100
Finance Exam	100
Supply Chain Simulation	25
Supply Chain Exam	75
Marketing Simulation	25
Marketing Exam	75
<u>Strategy Exam</u>	<u>100</u>
Total	500

Grades will be given out according to this distribution:

- A: 450 points and above
- B: 400-449 points
- C: 350-399 points
- D: 300-349 points
- F: 299 points and below

Exams:

Exams will be available in Canvas during a four-day window listed in the Course Outline (Starting at midnight and ending at midnight ET). You may choose at what time you complete each exam, but they must be completed before midnight on the last day they are available. You are encouraged not to wait until the last minute to start an exam. Exams are timed and once started must be completed within the time limit.

Exam extensions will not be offered except for exams missed because of serious illness, mandatory religious obligations, or other unavoidable circumstances. You are required to contact the head TA in advance of the scheduled exam time and to present evidence to verify the

reason. Work conflicts, WIFI problems, Canvas related problems, planned vacations, and misunderstandings are NOT considered valid reasons for an extension.

Exams will cover material learned in readings, asynchronous video lectures, and weekly synchronous classes. Exams will include multiple choice, true/false, and matching questions.

All exams are closed book, and no notes or formula sheets are allowed. Formulas will sometimes be provided within the exams themselves. The only materials that you can use during exams are Excel (or similar spreadsheet software), scratch paper, and a pencil/pen. No physical devices are allowed including smart devices and handheld calculators. An onscreen calculator will be provided within the exams. You should not access the internet or any other materials, nor communicate with anyone during exams. You may not use artificial intelligence during the exams. No one should discuss the content of the exams with any other student until after the assessment is no longer available. You are welcome to use scratch paper to work through problems during the exam.

Your exams will be proctored online through Honorlock. Honorlock is an online proctoring service that allows you to take your exam from the comfort of your home. You do not need to create an account, download a software application, pay a fee, or schedule an appointment in advance. All that is needed is a computer, a working webcam, a microphone, and a stable internet connection.

To get started, you may need to install Google Chrome and then download the Honorlock Chrome Extension. When you are ready to take your test, you should log into Canvas, go to the course, and click on your exam. Click “Launch Proctoring” to begin the Honorlock authentication process where you will take a picture of yourself, show your ID with a clear photo, and perform a complete scan of your room. Be sure to carefully follow all the instructions provided.

Honorlock records your computer screen and webcam and flags any suspicious activity for our review. If you have technical difficulties during an assessment, then contact Honorlock support immediately.

Required Materials:

Harvard Business Publishing (HBSP) Course Pack Titled: Business Fundamentals- GT Fall 2025

This course pack includes required readings and graded simulations. It is important that you buy this specific course pack. A link to the course pack website is available in the “Course Information” section of Canvas. Students who do not purchase the course pack will not receive credit for the graded simulations.

Course packs from prior semesters cannot be used. If you have previously purchased a course pack but dropped the course, you can request a refund from HBSP. Email HBSP with proof that you withdrew from a prior semester to receive a refund.

Please register on the Harvard website with the first and last name with which you are enrolled in the course and your GT email. If you do not use your first and last name and instead use initials or nicknames, you will not receive credit for the graded simulations.

Simulations:

There are two graded simulations which are associated with the Supply Chain and Marketing modules. Unlike exams, simulations are open-book, and you are encouraged to use course and web resources to successfully complete the assignments. You are NOT allowed to work together or get/receive help from anyone other than instructors and TAs. In these assignments, you are competing against the simulation (not each other) for a grade. The simulations can only be accessed through the course pack required for this course and must be completed before midnight (ET) on the due date indicated in the course outline.

Waiver:

You can request a waiver for this course if you have an undergraduate or graduate degree in business or have successfully taken a college level course in each of the five business disciplines taught in this course (Financial Accounting, Finance, Business Strategy, Supply Chain Management, and Marketing). Contact your program office to learn how to receive a waiver.

Optional TA Hours:

Our TA's will hold office hours over Zoom each week. TA Hours are optional, and no new material will be introduced. If you have questions about course material this is a great place to have your questions answered.

Extra Credit:

There are no extra credit opportunities offered in this course.

Appropriate Behavior:

You are expected to act in a professional manner throughout the course. Use of derogatory language and any behavior that makes other participants feel uncomfortable will not be tolerated.

Accommodating Disabilities:

If you have learning needs that require special accommodation, contact the Office of Disability Services at (404) 894-2563 or [GT Office of Disability Services](#), as soon as possible, to make an appointment to discuss your learning needs and to obtain an accommodations letter. After receiving an accommodations letter, then email the Head TA as soon as possible to discuss potential accommodations.

Academic Integrity:

Georgia Tech aims to cultivate a community based on trust, academic integrity, and honor. Students are expected to act according to the highest ethical standards. For information on Georgia Tech's Academic Honor Code, please see [Academic Honor Code](#) and [Code of Conduct](#). Any student suspected of cheating or plagiarizing on an exam or assignment will be reported to the Office of Student Integrity, who will investigate the incident and apply the appropriate penalty.

MGT 8803/6753 Course Outline- Fall 2025

Week	Date	Videos/Reading	Video Conference (Times are ET)
1	August 18-24	Introduction/ Accounting	Monday (8/18) 7:00pm Course Kickoff- Blunck Thursday (8/21) 7:00pm Accounting- Blunck
2	August 25-31	Accounting	Tuesday (8/26) 7:00pm Accounting- Blunck
3	September 1-7	Accounting	Tuesday (9/2) 7:00pm Accounting- Blunck Accounting Exam: Th (9/4) – Sun (9/7)
4	September 8-14	Finance	Tuesday (9/9) 7:00pm Finance- Jayaraman
5	September 15-21	Finance	Tuesday (9/16) 7:00pm Finance- Jayaraman
6	September 22-28	Finance	Tuesday (9/23) 7:00pm Finance- Jayaraman Finance Exam: Th (9/25)- Sun (9/28)
7	September 29- October 5	Supply Chain	Wednesday (10/1) 8:30pm Supply Chain- Myers
8	October 6-12	Supply Chain	Wednesday (10/8) 8:30pm Supply Chain- Myers
9	October 13-19	Supply Chain	Supply Chain Simulation Due Monday (10/13) Wednesday (10/15) 8:30pm Supply Chain- Myers Supply Chain Exam: Th (10/16)- Sun (10/19)
10	October 20-26	Marketing	Wednesday (10/22) 7:00pm Marketing- Ulgado
11	October 27- November 2	Marketing	Wednesday (10/29) 7:00pm Marketing- Ulgado
12	November 3-9	Marketing	Marketing Simulation Due Monday (11/3) Wednesday (11/5) 7:00pm Marketing- Ulgado Marketing Exam: Th (11/6)- Sun (11/9)
13	November 10-16	Strategy	Tuesday (11/11) 7:00pm Strategy- Easley
14	November 17-23	Strategy	Tuesday (11/18) 7:00pm Strategy- Easley
	November 24-30	Thanksgiving	
15	December 1-7	Strategy	Tuesday (12/2) 7:00pm Strategy- Easley Strategy Exam: Th (12/4)- Sun (12/7)