



BUSI-1301.028IN
Business Principles
Spring 2023
Online

Instructor Information:

Dr. Jacqueline Gilliard (Dr. G)
Assistant Professor of Business
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713-203-5185 (Office)

Student Hours & Location:

By Email appointment

Monday	by appointment only
Tuesday	<u>1:30pm - 5:30pm</u>
Wednesday	<u>1:30pm - 5:30pm</u>
Thursday	by appointment only
Friday	by appointment only

Required Textbook:

This course is inclusive of the digital textbook, which is made available in Cengage and through the Cengage link inside BrightSpace D2L. No access code is required for this course.

Textbooks may be new, used, or rented and can be purchased from multiple sources. This textbook is available through VitalSource.

BUSN 11

Marcella Kelly, Chuck Williams

Cengage Learning

ISBN-13: 978-1-337-40713-7

ISBN-10: 1-337-40713-5

Textbook Purchasing Statement:

A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Course Description:

This course provides a survey of economic systems, forms of business ownership, and considerations for running a business. Students will learn various aspects of business, management and leadership functions, organizational considerations, and decision-making processes. Financial topics are introduced including accounting, money and banking, and securities markets. Also included are discussions of business challenges in the legal and regulatory environment, business ethics, social responsibility, and international business. Emphasized is the dynamic role of business in everyday life.

Course Requirements:

There are four modules that comprise this course. For all tasks, please refer to the Schedule of Activities for due dates, point values, and other information.

Tests

Four tests (in BrightSpace) will be covering the chapters in the textbook. A list of the chapters covered by each test is provided in the Schedule of Activities. Each test has 50 questions. Once you have started the test it cannot be stopped and restarted no matter what the circumstance. **The test will automatically close at the time shown in the schedule of activities. It is your responsibility to monitor your time while taking the test.** Only one attempt will be allowed per test. No retakes are allowed.

Quizzes

There are **16 Chapter Quizzes (in Cengage)**. You have no time limit on these quizzes, and you are allowed three attempts. Your highest score will be automatically accepted as your grade for that quiz. These quizzes are designed to be a study aid to help you prepare for the tests.

Discussion Boards

An **Ethics Case Study Discussion Board** will be required. You will be given a case study to read and consider. You will prepare your response to the questions posed and then respond to others.

A **Forms of Business Ownership Presentation Discussion Board** will be required. It requires the creation of a presentation uploaded to the BrightSpace discussion board along with responses to peers. This assignment covers forms of business ownership. **Be sure to use the rubric attached within the course.**

Group Project

You will be required to participate in a **Group Social Responsibility Assignment**. **There will be no late work accepted for any group project.** In this assignment, you will examine the corporate aspects of social responsibility. Each group will be assigned a company and will produce a presentation based upon analysis of that company's social responsibility efforts. Submissions to the group discussion board and peer feedback will be considered for participation. There is a group and individual grading aspect to this assignment. **Be sure to use the rubric attached within the course.** You will be graded on the quality of your research and adherence to the guidelines of the project. You will not be competing with the other groups. There will be a discussion forum for each company group. Your participation grade in this assignment will be determined in part from your participation in this forum. **You may divvy up the work, as long as every member of the group participates in the presentation.** **You will receive the grade for the group unless you fail to participate, in which case you will receive a zero.**

Rubrics are associated with both discussion board assignments and group project. Please refer to the grading rubric for additional guidance on expectations.

The following list summarizes the topics and chapters covered by each test:

- The Business Environment, Ethics (Chapters 1-4)
- Creating a business, Financing a Business (Chapters 6-10)
- Marketing a business (Chapters 11-13)
- Managing a business (Chapters 14-17)

Determination of Course Grade/ Detailed Grading Formula:

Four Tests (100 points each, 4 tests) 400 points

Ethics Case Study Discussion Board 145 points

Forms of Business Ownership Presentation Discussion Board 145 points

Chapter Quizzes 160 points

Group Social Responsibility Assignment 150 points

Total Possible Points 1000 points

The final grade will be based on the following scale:

☒ A = 90+% of the total points	>= 900
☒ B = 80% - 89% of the total points	800-899
☒ C = 70% - 79% of the total points	700-799
☒ D = 60% - 69% of the total points	600-699
☒ F = less than 60% of the total points	<= 599

Only one attempt will be allowed per examination. No retakes are allowed. Three attempts are allowed for each chapter quiz. The highest grade is automatically accepted.

Late Work, Make-Up, and Extra-Credit Policy:

To the extent possible (given limitations by publisher and linking sites), late work will be accepted with a 20% penalty applied. **Group Projects will NOT be accepted late under any circumstances.** Late work that requires manual grading (D2L assignments with a rubric, generally) will be accepted up until the Sunday prior to the last day of class. Late work that is auto-graded will be accepted up until the day prior to the last day of class.

If you have a personal or emergency situation, please contact me as soon as practical (in advance when possible) and I will do my best to work with you in a fair and equitable manner. Supporting documentation may be requested.

Extra Credit/Bonus Points:

- **40 bonus points** (4% of final grade) are available for scheduling (online or face-to-face) and completing a 1-hour meeting with the Tutoring Center on MLA format citing. Bonus points will be added in the gradebook **once the student forwards the confirmation email** to the instructor, received from the Tutoring Center, confirming that a worthwhile and successful MLA format learning session has taken place. Students may schedule more than one learning session, but the bonus points will only be applied once. **MLA format is required for the Ethics Case Study, Business Ownership presentation, and the Social Responsibility group project.** Writing Resources, including appointment scheduling for Tutoring Center, are located at: <https://www.com.edu/tutoring/writing-resources.html> MLA format templates are available through the College of the Mainland Office 365 tools (<https://www.com.edu/sso>).
- **10 bonus points** (1% of final grade) will be offered for peer feedback on the group project through the Discussion area (Peer Feedback On Group Project Participation- 10 Points Extra Credit) during Week 15.

Any bonus points, make-up work, or other accommodations beyond those offered by COM are at the sole discretion of the instructor.

Graded Assignments/Feedback/Gradebook:

Auto graded exams and quizzes should be available for immediate review by the students. Manually graded assignments (discussion boards and group projects) will be graded and returned within one week from due date. Feedback, if any, will be listed within the attached rubric. Accepted late work will be returned in a timely manner as instructor's availability allows.

Students should monitor their overall grade within the D2L gradebook (not Cengage) for current point totals.

Attendance Policy:

Attendance in an Internet-driven course is based on the timely submission of weekly assignments. Attendance will be taken each week as determined by the reporting functions in BrightSpace D2L and Cengage MindTap. Students will receive credit for 'attending' the class each week based upon the timely submission of an assignment. An assignment may be a discussion board post, a quiz, a test, a project, or any other assigned task within the week as noted on the Schedule of Activities. The last date of attendance will be the last date an assignment was submitted. Attendance will be tracked in the gradebook.

Communicating with your instructor:

All electronic communication with the instructor must be through D2L or COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means (no external email). The virtual classroom tool, D2L chat, office phone, and face-to-face meetings are other means of communication. ***Please allow me 24 hours to reply to COM email communications.***

Student Learner Outcomes:

Upon successful completion of this course, students will:

- Identify major business functions of accounting, finance, information systems, management, and marketing.
- Describe the relationships of social responsibility, ethics, and law in business. This course level outcome maps to the **Social Responsibility Skills and Teamwork Skills Core Objectives**.
- Explain forms of ownership, including their advantages and disadvantages.
- Identify and explain the domestic and international considerations for today's business environment: social, economic, legal, ethical, technological, competitive, and international.
- Identify and explain the role and effect of government on business.
- Describe the importance and effects of ethical practices in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses. This course level outcome maps to the **Critical Thinking Skills Core Objective**.
- Describe basic financial statements and show how they reflect the activity and financial condition of a business.
- Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.
- Explain integrity, ethics, and social responsibility as they relate to leadership and management. This course level outcome maps to the **Social Responsibility Skills and Teamwork Skills Core Objectives**.
- Explain the nature and functions of management.
- Identify strengths, weaknesses, opportunities, and threats of information technology for businesses.

General Education Core Objectives:

Students successfully completing this course will demonstrate competency in the following Core Objectives:

Critical Thinking Skills – to include creative thinking, innovation, inquiry, and analysis, evaluation, and synthesis of information

Social Responsibility- to include intercultural competency, civic knowledge, and the ability to engage effectively in regional, national, and global communities

Teamwork-to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.

Table Mapping SLO's, Core Objectives and Assignments:

Student Learner Outcome	Maps to Core Objectives	Assessed via this Assignment
Identify major business functions of accounting, finance, information systems, management, and marketing.		Test 4 (select questions)
Describe the relationships of social responsibility, ethics, and law in business.	Social Responsibility and Teamwork Skills Core Objective	Social Responsibility Group Project
Explain forms of ownership, including their advantages and disadvantages.		Test 2 (select questions)
Identify and explain the domestic and international considerations for today's business environment: social, economic, legal, ethical, technological, competitive, and international.		Test 1 (select questions)
Identify and explain the role and effect of government on business.		Test 1 (select questions)
Describe the importance and effects of ethical practices in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses.	Critical Thinking Skills Core Objective	Ethics Case Study Discussion Board
Describe basic financial statements and show how they reflect the activity and financial condition of a business.		Test 2 (select questions)
Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.		Test 2 (select questions)
Explain integrity, ethics, and social responsibility as they relate to leadership and management.	Social Responsibility Skills and Teamwork Skills Core Objectives	Social Responsibility Group Project
Explain the nature and functions of management.		Test 4 (select questions)
Identify strengths, weaknesses, opportunities, and threats of information technology for businesses		Test 4 (select questions)

Academic Dishonesty:

Any incident of academic dishonesty will be dealt with in accordance with college policy and the Student Handbook. Academic dishonesty – such as cheating on exams is an extremely serious offense and will result in a **grade of zero** on that exam and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

College of the Mainland requires that students enrolled at COM be familiar with the Standards of Student Conduct, which can be found in the online Student Handbook. <http://www.com.edu/student-services/student-handbook.php> Students are expected to be familiar with and abide by the Student Code of Conduct. Any violations of the Code of Conduct will result in a referral to the Dean of Students and may result in dismissal from this class.

Plagiarism is using someone else's words or ideas and claiming them as your own. Plagiarism is a very serious offense. Plagiarism includes paraphrasing someone else's words without giving proper citation, copying directly from a website and pasting it into your paper, using someone else's words without quotation marks. Any assignment containing any plagiarized material may receive a **grade of zero** and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

[10 Types of Plagiarism - YouTube](https://www.youtube.com/watch?v=EF5eFeJMplA) <https://www.youtube.com/watch?v=EF5eFeJMplA>

[How to Avoid Plagiarism in 5 Easy Steps - YouTube](https://www.youtube.com/watch?v=WV2-cmi19sg) <https://www.youtube.com/watch?v=WV2-cmi19sg>

[What is Self Plagiarism - Research Prospect](https://www.researchprospect.com/what-is-self-plagiarism/#:~:text=%20Types%20of%20Self%20Plagiarism%20%201%20Republishing,from%20their%20previous%20work%20as%20they...%20More%20) <https://www.researchprospect.com/what-is-self-plagiarism/#:~:text=%20Types%20of%20Self%20Plagiarism%20%201%20Republishing,from%20their%20previous%20work%20as%20they...%20More%20>


Student Concerns:

If you have any questions or concerns about any aspect of this course, please contact me using the contact information previously provided. If, after discussing your concern with me, you continue to have questions, please contact the Department Chair, Andrew Gregory, at 409-933-8339 or agregory2@com.edu

Technology Outage:

Occasionally the college may experience emergency technology outages. Should this occur during a Quiz/Exam, you will need to notify the instructor that you will need the Quiz/Exam to be reset. In the case of this or a personal technology issue, students are expected to contact the instructor as soon as reasonably possible. Students are responsible for completing all other course work such that due dates can be met.

Course Outline/ Schedule of Activities:

Principles of Business				BUSI 1301 - Spring 2023		
Schedule of Activities (8-week course)						
Class Dates	Required Reading	Tests	Discussion Boards	Projects	Chapter Quizzes	Due Date (Midnight)
Week 1 (Mar 20-26)	Chapters 1 and 2		Introduction DB (no grade)/ Ethics Case Study (opens Week 1)		Chapters 1 and 2	03/26/23
Week 2 (Mar 27-Apr 2)	Chapters 3 and 4	Test 1 (Ch. 1-4)		Group- Social Responsibility (assigned in Week 2)	Chapters 3 and 4	04/02/23
Week 3 (Apr 3-9)	Chapters 6 and 7		Ethics Case Study (Due Week 3) / Forms of Business Ownership Discussion Board (Opens Week 3)		Chapters 6 and 7	04/09/23
Week 4 (Apr 10-16)	Chapter 8, 9,10	Test 2 (Ch.6-10)			Chapters 8, 9 and 10	04/16/23
Week 5 (Apr 17-23)	Chapter 11				Chapter 11	04/23/23
Week 6 (Apr 24-30)	Chapters 12 and 13	Test 3 (Ch. 11-13)	Forms of Business Ownership Discussion Board (Due Week 6)		Chapters 12 and 13	04/30/23
Week 7 (May 1-7)	Chapter 14 and 15			Group- Social Responsibility (Due Week 7)	Chapters 14 and 15	05/07/23
Week 8 (May 8-11)	Chapters 16 thru17	Test 4 (Ch. 14-17)			Chapters 16 and 17	05/11/23
Point Values			Important Notes			
Activity	Point Value	# of Activities	Total Points	Late Work is Accepted with 20% penalty (See Syllabus for Limitations)		
Chapter Quizzes	10	16	160	Chapter Quizzes - 3 attempts allowed, no time limit, highest attempt saved.		
Tests	100	4	400	Test - 1 attempt only		
Discussion Boards	145	2	290	Discussion Boards - post assignment and then 2 responsive posts to peers		
Group Project	150	1	150	Project - 1 group project		
Total Possible Points			1000	Any bonus points are at the discretion of the instructor. (See Syllabus)		

Institutional Policies and Guidelines

Grade Appeal Process: Concerns about the accuracy of grades should first be discussed with the instructor. A request for a change of grade is a formal request and must be made within six months of the grade assignment. Directions for filing an appeal can be found in the student handbook [Student Handbook 2022-2023 v4.pdf \(com.edu\)](#). *An appeal will not be considered because of general dissatisfaction with a grade, penalty, or outcome of a course. Disagreement with the instructor's professional judgment of the quality of the student's work and performance is also not an admissible basis for a grade appeal.*

Academic Success & Support Services: College of the Mainland is committed to providing students the necessary support and tools for success in their college careers. Support is offered through our Tutoring Services, Library, Counseling, and through Student Services. Please discuss any concerns with your faculty or an advisor.

ADA Statement: Any student with a documented disability needing academic accommodations is requested to contact Kimberly Lachney at 409-933-8919 or klachney@com.edu. The Office of Services for Students with Disabilities is located in the Student Success Center.

Textbook Purchasing Statement: A student attending College of the Mainland is not under any obligation to purchase a textbook from the college-affiliated bookstore. The same textbook may also be available from an independent retailer, including an online retailer.

Withdrawal Policy: Students may withdraw from this course for any reason prior to the last eligible day for a “W” grade. Before withdrawing students should speak with the instructor and consult an advisor. Students are permitted to withdraw only six times during their college career by state law.

Last date to withdraw from Spring 2023 with a “W”:

1st 8-week session- March 1st

16-week session- April 24th

2nd 8-week session- May 3rd

Mini session- May 30th

FN Grading: The FN grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The FN grade may be issued for cases in which the student ceases or fails to attend class, submit assignments, or participate in required capacities, and for which the student has failed to withdraw. The issuing of the FN grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an FN grade.

Early Alert Program: The Student Success Center at College of the Mainland has implemented an Early Alert Program because student success and retention are very important to us. I have been asked to refer students to the program throughout the semester if they are having difficulty completing assignments or have poor attendance. If you are referred to the Early Alert Program you will be contacted by someone in the Student Success Center who will schedule a meeting with you to see what assistance they can offer in order for you to meet your academic goals.

Resources to Help with Stress:

If you are experiencing stress or anxiety about your daily living needs including food, housing or just feel you could benefit from free resources to help you through a difficult time, please click here <https://www.com.edu/community-resource-center/>. College of the Mainland has partnered with free community resources to help you stay on track with your schoolwork, by addressing life issues that get in the way of doing your best in school. All services are private and confidential. You may also contact the Dean of Students office at deanofstudents@com.edu or communityresources@com.edu.