



**BUSI-1301-002IN**  
**Business Principles**  
**Fall 2021**  
**Online**

**Instructor Information:**

Deane Schneider, DBA  
Assistant Professor of Business  
[dschneider@com.edu](mailto:dschneider@com.edu)  
409-933-8901 (Office)

**Student Hours & Location:**

TVB 1317 or by email appointment, hosted via Blackboard Collaborate.

Monday	<b>by appointment only</b>
Tuesday	<u>12pm-1pm</u> and <u>3:30pm-5:30pm</u> and <u>7:30pm-8:30pm</u>
Wednesday	<b>by appointment only</b>
Thursday	<u>12pm-1pm</u> and <u>3:30pm-5:30pm</u> and <u>7:30pm-8:30pm</u>
Friday	<b>by appointment only</b>

**Required Textbook:**

This course is inclusive of the digital textbook, which is made available through the Cengage link inside Blackboard. No access code is required for this course as all assignments are currently within Blackboard and do not use the publisher's site.

If this course is not offered inclusive of the digital textbook, you may choose the newest version (11) or the version prior (10) 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-10:1337407127 ISBN-13:9781337407120	BUSN 10 Kelly/McGowen/Williams Cengage Learning ISBN-13:9781133587484 ISBN-10:1133587488
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### **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 five modules that comprise this course. **Seven tests** will be given 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 and is worth 100 points. 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. **Tests 2 and 4 map to the Social Responsibility Skills Core Objective. Test 6 maps to the Critical Thinking Skills General Education Core Objective and the Teamwork General Education Core Objective.**

There are 17 **Chapter Quizzes**, each worth 10 points. 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. Please note the due dates in the **Schedule of Activities**.

A **Dow Jones Discussion Board** assignment will be required. It requires an initial post answering several questions, along with required participation of two substantive posts to classmates. This discussion board is worth 100 points.

An **Entrepreneurial Assignment** will be required. This assignment will be worth 200 points. Students will be given data to allow them to decide on purchasing a business. In this assignment, you will identify major business functions of accounting, finance, information systems, management, and marketing. The report may be completed by entering your answers to the Word document provided and including your spreadsheet calculations. **This assignment maps to the Empirical and Quantitative Skills General Education Core Objective.**

You will be required to participate in a **Group Social Responsibility Assignment** worth 200 points. **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 Flipgrid presentation based upon analysis of that company's social responsibility efforts. The Flipgrid video is the final submission for this project; no submissions to the discussion board or assignment area will be graded. 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.

There will be a **Marketing Report** required for the class. The report will be worth 200 points. Topics covered will be effective websites, e-mail marketing, social media marketing, jobs and careers in marketing and advertising.

Rubrics for each assignment are located with the assignment. 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 (Chapters 1-3)
- Business Ethics and Communication (Chapters 4-5)
- Creating a business (Chapters 6,7)
- Financing a business (Chapters 8-10)
- Marketing a business (Chapters 11-13)
- Managing a business (Chapters 14-15)
- Managing a business (Chapters 16-17)

### **Determination of Course Grade/ Detailed Grading Formula:**

Seven Tests (100 points each, 7 tests) 700 points

Dow Jones Discussion Board Assignment 100 points

Entrepreneurial Assignment 200 points

Chapter Quizzes 170 points

Group Social Responsibility Assignment 200 points

Marketing Report 200 points

Total Possible Points 1570 points

The final grade will be based on the following scale:

- A = 90% of the total points  $\geq 1405$
- B = 80% of the total points 1250-1404
- C = 70% of the total points 1091-1249
- D = 60% of the total points 934-1090
- F = 59% or less  $\leq 933$

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 & Extra Credit/Bonus Policies:**

To the extent possible (given limitations by publisher and linking sites), late work will be accepted with a 20% penalty applied. Group Projects and Discussion Boards will NOT be accepted late under any circumstances. Late work that requires manual grading (Bb 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.

Any bonus points, make-up work, or other accommodations beyond those offered by COM are at the sole discretion of the instructor. Generally, bonus points may be offered for attendance and the submission of a course evaluation.

### **Attendance Policy:**

Attendance in this 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 Blackboard 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 and may be applied as bonus points at the end of the term.

### **Communicating with your instructor:**

All electronic communication with the instructor will be through Blackboard or COM email. I strongly prefer COM email over Bb course messages, since course messages does not alert me in any way. Please use COM email for a prompt reply. All electronic communication with the instructor must be through COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means.

### **Student Learner Outcomes:**

Upon successful completion of this course, students will:

Identify major business functions of accounting, finance, information systems, management, and marketing. This course level outcome maps to the **Empirical and Quantitative Skills Core Objective**

Describe the relationships of social responsibility, ethics, and law in business. This course level outcome maps to the **Social Responsibility Skills Core Objective**.

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 **Social Responsibility 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. This course level outcome maps to the **Critical Thinking Skills Core Objective and Teamwork Skills**.

Explain integrity, ethics, and social responsibility as they relate to leadership and management. 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

**Empirical and Quantitative Skills** – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions

**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.	<b>Empirical and Quantitative Skills Core Objective</b>	Entrepreneurial Assignment Marketing Report
Describe the relationships of social responsibility, ethics, and law in business.	<b>Social Responsibility Skills Core Objective</b>	Test 2 Social Responsibility Group Project
Explain forms of ownership, including their advantages and disadvantages.		Test 3

Identify and explain the domestic and international considerations for today's business environment: social, economic, legal, ethical, technological, competitive, and international.		Test 1 Dow Jones Discussion Board
Identify and explain the role and effect of government on business.		Test 1
Describe the importance and effects of ethical practices in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses.		Test 2
Describe basic financial statements and show how they reflect the activity and financial condition of a business.	<b>Social Responsibility Skills Core Objective</b>	Test 4
Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.		Test 4
Explain integrity, ethics, and social responsibility as they relate to leadership and management.	<b>Critical Thinking Skills and Teamwork Skills Core Objectives</b>	Test 6 Social Responsibility Group Project
Explain the nature and functions of management.		Test 6
Identify strengths, weaknesses, opportunities, and threats of information technology for businesses		Test 7

## 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.

## Journals:


The journals are a completely confidential communication tool for students to discuss important issues with me personally and should be turned in each week. Journals offer the opportunity for me to get to know you personally and make improvements to the class without waiting for end of course surveys. A student may have a comment and/or question regarding that session, a personal issue, or other feedback. If there is a question relevant to the entire class, the answer will be shared at the next session. Otherwise, comments will be addressed to the student only. *Again, it is completely confidential and only seen by me.*

## Student Concerns:

If you have a problem in this class, please discuss the issue with me first. If I cannot resolve the problem with you, your next step would be to contact the Department Chair, David Knopp at 409-933-8259 or [dknopp@com.edu](mailto:dknopp@com.edu).



## Course Outline/ Schedule of Activities:

BUSI 1301-002IN Fall 2021 Schedule of Activities (16-week course)							
Module	Dates	Required Reading	Tests	Discussion Boards & Journals	Projects	Chapter Quizzes	Due Date (Midnight)
Module 1	Week 1 (Aug 23-29)	Chapter 1		Introductory DB & Journal		Chapter 1	08/29/21
	Week 2 (Aug 30-Sept 5)	Chapter 2		Journal		Chapter 2	09/05/21
	Week 3 (Sept 6-10)	Chapter 3	Test 1 (Ch. 1-3)	Dow Jones DB & Journal		Chapter 3	09/12/21
	Week 4 (Sept 13-19)	Chapters 4 & 5	Test 2 (Ch. 4-5)	Journal		Chapters 4 & 5	09/19/21
Module 2	Week 5 (Sept 20-26)	Chapter 6		Journal		Chapter 6	09/26/21
	Week 6 (Sept 27-Oct 3)	Chapter 7	Test 3 (Ch. 6-7)	Journal		Chapter 7	10/03/21
Module 3	Week 7 (Oct 4-10)	Chapter 8		Journal		Chapter 8	10/10/21
	Week 8 (Oct. 11-17)	Chapter 9		Journal	Entrepreneurial Assign	Chapter 9	10/17/21
	Week 9 (Oct 18-24)	Chapter 10	Test 4 (Ch. 8-10)	Journal		Chapter 10	10/24/21
Module 4	Week 10 (Oct 25-31)	Chapter 11		Journal		Chapter 11	10/31/21
	Week 11 (Nov 1-7)	Chapter 12		Journal		Chapter 12	11/07/21
	Week 12 (Nov 8-14)	Chapter 13	Test 5 (Ch. 11-13)	Journal	Marketing Report	Chapter 13	11/14/21
Module 5	Week 13 (Nov 15-21)	Chapter 14		Journal		Chapter 14	11/21/21
	Week 14 (Nov 22-28)	Chapter 15	Test 6 (Ch. 14-15)	Journal		Chapter 15	11/28/21
	Week 15 (Nov 29-Dec 5)	Chapter 16		Journal	Group Project - CSR	Chapter 16	12/05/21
	Week 16 (Dec 6-9)	Chapter 17	Test 7 (Ch. 16-17)	Journal		Chapter 17	12/09/21
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	17	170	Tests - One attempt only			
Tests	100	7	700	Chapter Quizzes - three attempts allowed, no time limit, highest attempt saved.			
Discussion Boards	100	1	100	Discussion Boards - 3 posts required (1 initial; 2 peer)			
Projects	200	3	600				
<b>Total Possible Points</b>			<b>1570</b>	Any bonus points are at the discretion of the instructor.			

## 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. [https://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf). *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.*

[https://build.com.edu/uploads/sitecontent/files/student-services/Student\\_Handbook\\_2019-2020v5.pdf](https://build.com.edu/uploads/sitecontent/files/student-services/Student_Handbook_2019-2020v5.pdf)

**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 Holly Bankston at 409-933-8520 or [hbankston@com.edu](mailto:hbankston@com.edu). The Office of Services for Students with Disabilities is located in the Student Success Center.

**Counseling Statement:** Any student needing counseling services is requested to please contact Holly Bankston in the student success center at 409-933-8520 or [hbankston@com.edu](mailto:hbankston@com.edu). Counseling services are available on campus in the student center for free and students can also email [counseling@com.edu](mailto:counseling@com.edu) to set up their appointment. Appointments are strongly encouraged; however, some concerns may be addressed on a walk-in basis.

**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. The last date to withdraw from the 1<sup>st</sup> 8-week session is October 6. The last date to withdraw from the 16-week session is November 19. The last date to withdraw for the 2<sup>nd</sup> 8-week session is December 2.

**F<sub>N</sub> Grading:** The F<sub>N</sub> grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The F<sub>N</sub> 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 F<sub>N</sub> grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an F<sub>N</sub> 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.

**COVID-19 Statement:** All students, faculty, and staff are expected to familiarize themselves with materials and information contained on the College of the Mainland's Coronavirus Information site at [www.com.edu/coronavirus](http://www.com.edu/coronavirus). In compliance with Governor Abbott's May 18 Executive Order, face coverings/masks will no longer be required on COM campus. Protocols and college signage are being updated. We will no longer enforce any COM protocol that requires face coverings. We continue to encourage all members of the COM community to distance when possible, use hygiene measures, and get vaccinated to protect against COVID-19. Please visit [com.edu/coronavirus](http://com.edu/coronavirus) for future updates.

**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 issues, 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.