



BUSI-1301-101CL SP2022

Business Principles

Monday/Wednesday 9:30-10:50am; TVB 1412

Instructor Information:

Katherine Schroeder, MBA, RFS, MFP

Assistant Professor of Business

kschroeder4@com.edu

409-933-8552

Student Hours & Location:

TVB 1315 or by email appointment, hosted via Blackboard Collaborate.

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|-----------|---|
| Monday | 8:30am-9:30am and 11:15am-12:30pm (in office) |
| Tuesday | 8:30am-10:00am (online) |
| Wednesday | 8:30am-9:30am and 11:15am-12:30pm (in office) |
| Thursday | 8:30am-10:00am (online) |
| Friday | by appointment only |

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. 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

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 Blackboard) will be given (online for IN classes; in the classroom on Thursday as noted for CL classes) covering the chapters in the textbook. These tests will be administered using Blackboard. 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 with a minimum of 3-4 sentences of substance to further discussion. A **Forms of Business Ownership “Thinglink” Discussion Board** will be required. It requires the creation of a Microsoft Thinglink uploaded to the Bb discussion board along with participation with peers. This assignment covers forms of business ownership.

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 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 but 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.

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, 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 125 points

Forms of Business Ownership Thinglink Discussion Board 125 points

Chapter Quizzes 160 points

Group Social Responsibility Assignment 150 points

Total Possible Points 960 points

The final grade will be based on the following scale:

- A = 90% of the total points ≥ 864
- B = 80% of the total points 768-863
- C = 70% of the total points 672-767
- D = 60% of the total points 576-671
- F = 59% or less ≤ 671

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 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 classroom course is based on actual, physical classroom attendance which will be taken each class period. Students will receive credit for attending the class each week if present in the classroom. The last date of attendance will be the last date the student attended class in the physical classroom. 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 your 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.
- 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) |

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| 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) |

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| 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/projects is an extremely serious offense and will result in a **grade of zero** on that exam/project 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.

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.

Course Outline/ Schedule of Activities:

| Principles of Business | |  | | BUSI 1301 - Spring 2022 | | | |
|--|------------------------|---|--|---|-----------------------------|-----------------|---------------------|
| Schedule of Activities (16-week course) | | | | | | | |
| Module | Dates | Required Reading | Tests (THURSDAY IN CLASS for CL students) | Discussion Boards | Projects | Chapter Quizzes | Due Date (Midnight) |
| Module 1 | Week 1 (Jan 18-23) | Chapter 1 & 2 | | (Introduction DB) | | Chapter 1 | 01/23/22 |
| | Week 2 (Jan 24-30) | Chapter 2 & 3 | | | | Chapter 2 | 01/30/22 |
| | Week 3 (Jan 31-Feb 6) | Chapter 3 & 4 | | | | Chapter 3 & 4 | 02/06/22 |
| | Week 4 (Feb 7-13) | | Test 1 (Ch. 1-4) | Ethics Case Study DB | | | 02/13/22 |
| Module 2 | Week 5 (Feb 14-20) | Chapter 6 & 7 | | | | Chapter 6 | 02/20/22 |
| | Week 6 (Feb 21-27) | Chapter 7 & 8 | | | | Chapter 7 | 02/27/22 |
| | Week 7 (Feb 28-Mar 6) | Chapter 8 & 9 | | | | Chapter 8 | 03/06/22 |
| | Week 8 (Mar 7-13) | Chapter 9 & 10 | | | | Chapter 9 & 10 | 03/13/22 |
| | Week 9 (Mar 21-27) | | Test 2 (Ch.6-10) | Forms of Ownership DB | | | 03/27/22 |
| Module 3 | Week 10 (Mar 28-Apr 3) | Chapter 11 & 12 | | | | Chapter 11 | 04/03/22 |
| | Week 11 (Apr 4-10) | Chapter 12 & 13 | | | | Chapter 12 & 13 | 04/10/22 |
| | Week 12 (Apr 11-17) | | Test 3 (Ch. 11-13) | | (Begin Group Project below) | | 04/17/22 |
| Module 4 | Week 13 (Apr 18-24) | Chapter 14 & 15 | | | | Chapter 14 | 04/24/22 |
| | Week 14 (Apr 25-May 1) | Chapter 15 & 16 | | | | Chapter 15 | 05/01/22 |
| | Week 15 (May 2-8) | Chapter 16 & 17 | | | Group Project - CSR | Chapter 16 & 17 | 05/08/22 |
| | Week 16 (May 9-13) | | Test 4 (Ch. 14-17) | | | | 05/12/22 |
| 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 | Tests - 1 attempt only; online by Sun. for IN students; Thurs. in class for CL students | | | |
| Tests | 100 | 4 | 400 | Chapter Quizzes - 3 attempts allowed, no time limit, highest attempt saved. | | | |
| Discussion Boards | 125 | 2 | 250 | Discussion Boards - 3 posts required (1 initial; 2 peer) | | | |
| Projects | 150 | 1 | 150 | | | | |
| Total Possible Points | | | 960 | Any bonus points are at the discretion of the instructor. | | | |

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.

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

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 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. 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. Counseling services are available on campus in the student center for free and students can also email counseling@com.edu to setup their appointment. Appointments are strongly encouraged; however, some concerns may be addressed on a walk-in basis.

Withdrawal Policy:

Students may withdraw from this course for any reason prior to the last eligible day for a “W” grade. Before withdrawing, student should speak with the instructor and consult an advisor. Students are only permitted to withdraw six times during their college career by State law. The last date to withdraw from the 1st 8-week session is March 2. The last date to withdraw from the 16-week session is April 25. The last date to withdraw for the 2nd 8-week session is May 4.

If a student wishes to withdraw from the course, it is the student’s responsibility to see that the proper form is completed and turned in by the proper date to withdraw from the class. Failure to attend class does not constitute a withdrawal from the class.

F_N Grading:

The F_N grade is issued in cases of *failure due to a lack of attendance*, as determined by the instructor. The F_N 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_N grade is at the discretion of the instructor. The last date of attendance should be documented for submission of an F_N 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 for you to meet your academic goals.

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.

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. 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 for future updates.