



**BUSI 1301 004IN**  
**Business Principles**  
**Fall 2022**  
**Online**

**Instructor Information:**

Dr. Megen Saez  
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423-464-6238 (EST)

**Student hours and location:**

Please email me first and then we can set up a time to meet via phone if needed

**Required Textbook/Materials:**

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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**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 8 modules that comprise this course. **Four tests (in Blackboard)** will be given covering the chapters in the textbook. 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. **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 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. Please note the due dates in the **Schedule of Activities**.

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 “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.

You will be required to complete a **Social Responsibility Assignment**. **There will be no late work accepted for any project.** In this assignment, you will examine the corporate aspects of social responsibility. You will be graded on the quality of your research and adherence to the guidelines of the project and the creativity of your PowerPoint presentation.

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

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  $\geq 864$
- 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  $\leq 671$

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 and Discussion Boards 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.

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 D2L and SIMnet. 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 must be through your COM email. Due to FERPA restrictions, faculty cannot share any information about performance in the class through other electronic means. (Faculty may add additional statement requiring monitoring and communication expectations via D2L or other LMS)

<b>Student Learner Outcome</b>	<b>Maps to Core Objective</b>	<b>Assessed via this Assignment</b>
1. Identify major business functions of accounting, finance, information systems, management,	Critical Thinking	Test 4

and marketing.		
2. Describe the relationships of social responsibility, ethics, and law in business.	Social Responsibility	SR Project
3. Explain forms of ownership, including their advantages and disadvantages.	Social Responsibility, critical thinking	Test 2
4. Identify and explain the domestic and international considerations for today's business environment: social, economic, legal, ethical, technological, competitive, and international.	Social Responsibility, critical thinking	Test 1
5. Identify and explain the role and effect of government on business.	Social Responsibility, critical thinking	Test 1
6. 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	Ethics Case Study Discussion Board
7. Describe basic financial statements and show how they reflect the activity and financial condition of a business.	Social Responsibility, critical thinking	Test 2
8. Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.	Social Responsibility, critical thinking	Test 2
9. Explain integrity, ethics, and social responsibility	Social Responsibility, Teamwork	SR Project

as they relate to leadership and management.		
10. Explain the nature and functions of management.	Social Responsibility, critical thinking	Test 4
11. Identify strengths, weaknesses, opportunities, and threats of information technology for businesses	Social Responsibility, critical thinking	Test 4

**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.

**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 Administrative Assistant, Mrs. Kim Farson at ext. 8311.

**Course outline:**

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All required assignments are due by the specified date and time (see the Schedule of Activities in the D2L Content link).

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**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 Michelle Brezina at 409-933-8124 or [mvaldes1@com.edu](mailto:mvaldes1@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. The last date to withdraw from the 1<sup>st</sup> 8-week session is October 5. The last date to withdraw from the 16-week session is November 18. The last date to withdraw for the 2<sup>nd</sup> 8-week session is December 1.

**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](mailto:deanofstudents@com.edu) or [communityresources@com.edu](mailto:communityresources@com.edu).