



## **BUSI-1301-015IN S12021**

### **Business Principles**

#### **Instructor Information:**

**Name** Katherine Schroeder, MBA, RFS, MFP

Assistant Professor of Business

**Email** [kschroeder4@com.edu](mailto:kschroeder4@com.edu)

**Phone** 409-933-8552

#### **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.

#### **Student Hours & Location:**

by email appointment, hosted via Blackboard Collaborate.

Monday	9:00am-10:30am
Tuesday	by appointment only
Wednesday	by appointment only
Thursday	by appointment only
Friday	by appointment only

#### **Required 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. No access code is required for this course as all assignments are currently within Blackboard and do not use the publisher's site.

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:

1. 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.**
2. It is in your best interest to know the material thoroughly prior to starting the test.
3. 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**.
4. 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.

5. 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.**
6. There will be a **Marketing Report** required for the class. The report will be worth 200 points. Topics covered will be
  1. Effective Web Sites
  2. E-mail Marketing
  3. Social media marketing
  4. Jobs and careers in marketing and advertising

Rubrics for this assignment are located with the assignment.

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

- A. The business environment (Chapters 1-3)
- B. Business Ethics and Communication (Chapters 4-5)
- C. Creating a business (Chapters 6,7)
- D. Financing a business (Chapters 8-10)
- E. Marketing a business (Chapters 11-13)
- F. Managing a business (Chapters 14-15)
- G. 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

Marketing Report 200 points

Total Possible Points 1370 points

The final grade will be based on the following scale:

A = 90% of the total points >= 1233

B = 80% of the total points 1096-1232


C = 70% of the total points 959-1095

D = 60% of the total points 822-958

F = 59% or less <=821

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.

## Course Outline/ Schedule of Activities:

<b>BUSI 1301-015IN Summer 2021</b> <b>Schedule of Activities</b> <b>(5-week course)</b>							
Module	Dates	Required Reading	Tests	Discussion Boards	Projects	Chapter Quizzes	Due Date (Midnight)
Module 1	Week 1 (Jun. 7-10 )	Chapter 1 &2 Chapter 3	Test 1 (Ch. 1-3)	(Introduction DB)		Chapter 1 &2 Chapter 3	06/10/21 06/10/21
Module 2	Week 1 (Jun. 11-13)	Chapter 4 Chapter 5	Test 2 (Ch. 4-5)	Dow Jones DB		Chapter 4 Chapters 5	06/13/21 06/13/21
Module 3	Week 2 (Jun. 14-17)	Chapter 6 Chapter 7	Test 3 (Ch. 6-7)			Chapter 6 Chapter 7	06/17/21 06/17/21
Module 4	Week 2 (Jun. 18-20)	Chapter 8			Entrepreneurial Assignment	Chapter 8	06/20/21
Module 5	Week 3 (Jun. 21-24)	Chapter 9 Chapter 10	Test 4 (Ch. 8-10)			Chapter 9 Chapter 10	06/24/21 06/24/21
Module 6	Week 3 (Jun. 25-27)	Chapter 11			Marketing Report	Chapter 11	06/27/21
Module 7	Week 4 (Jun. 28-Jul. 1)	Chapter 12 Chapter 13	Test 5 (Ch. 11-13)			Chapter 12 Chapter 13	07/01/21 07/01/21
Module 8	Week 4 (Jul. 2-4)	Chapter 14 Chapter 15	Test 6 (Ch. 14-15)			Chapter 14 Chapter 15	07/04/21 07/04/21
Module 9	Week 5 (Jul. 5-9)	Chapter 16 Chapter 17	Test 7 (Ch. 16-17)			Chapter 16 Chapter 17	07/09/21 07/09/21
<b>Point Values</b>				<b>Important Notes</b>			
Activity	Point Value	# of Activities	Total Points	<b>Late Work is Accepted with 20% penalty (See Syllabus for Limitations)</b>			
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	2	400				
<b>Total Possible Points</b>			<b>1370</b>	Any bonus points are at the discretion of the instructor.			

## 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 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.

### **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 day to withdraw for the 1<sup>st</sup> summer session is July 2<sup>nd</sup>, and for the 2<sup>nd</sup> summer session is August 6<sup>th</sup>. For more information, go to: [Academic calendar](#).

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.

### **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 students 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 is 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.

## **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 will receive a **grade of zero** and the student will be referred to the Office of Student Conduct for the appropriate disciplinary action.

## **Technology Outage:**

Occasionally the College may experience emergency technology Outages. Should this occur during a Quiz, you will need to notify the instructor that you will need the Quiz to be reset. Students are responsible for completing all other course work such that due dates can be met. In case of an emergency technology outage that is campus-wide, students will have an opportunity to submit assignments if they were submitted within the newly designated due date that will be posted as an "Announcement." In case of a personal technology issue or if you have questions about an assignment or need clarification of requirements, you are expected to contact the instructor as soon as reasonably possible.

## **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, Professor Selina Rahman at 409-933-8339 or [srahman@com.edu](mailto:srahman@com.edu).

Three Prior to Me: The Business and Computer Technologies faculty encourages students to problem-solve, work as a team as well as utilize available resources. To develop these skills, we will employ the “Three Prior to Me” process. This means that before you contact the instructor with a course-related question, you must have attempted to find the information in three other places. For instance, if you are unsure about the meaning of a term used in the course, you would attempt to locate this information in three places prior to asking the instructor. Hence, you might do a Google search for the term, ask a classmate, and refer to your textbook.

Instructors will question you regarding what research methods you utilized to locate information on your own. This process is not meant to be a barrier to you, but instead to provide the following benefits:

- preparation for the workforce
- increased research skills
- instructors will have more time to provide feedback and interact with students

If you have a question that **ONLY** the instructor would know the answer to (grade-related, assessments, etc.), then of course you would go to the instructor directly. This process will require practice and patience from the student as well as the instructor.

## **Student Learner Outcomes:**

Upon successful completion of this course, students will:

1. 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**
2. Describe the relationships of social responsibility, ethics, and law in business. This course level outcome maps to the **Social Responsibility Skills Core Objective**.
3. Explain forms of ownership, including their advantages and disadvantages.
4. Identify and explain the domestic and international considerations for today’s business environment: social, economic, legal, ethical, technological, competitive, and international.
5. Identify and explain the role and effect of government on business.
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. This course level outcome maps to the **Social Responsibility Skills Core Objective**.

7. Describe basic financial statements and show how they reflect the activity and financial condition of a business.
8. 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**.
9. Explain integrity, ethics, and social responsibility as they relate to leadership and management.
10. Explain the nature and functions of management.
11. 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:

1. **Critical Thinking Skills** – to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
2. **Social Responsibility-** to include intercultural competency, civic knowledge, and the ability to engage effectively in regional, national, and global communities
3. **Empirical and Quantitative Skills** – to include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions
4. **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

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
Explain the nature and functions of management.		Test 6
Identify strengths, weaknesses, opportunities, and threats of information technology for businesses		Test 7

### 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)

### 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 setup their appointment. Appointments are strongly encouraged; however some concerns may be addressed on a walk-in basis.

## **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). Students are required to watch a training [video](#), complete the [self-screening](#), and acknowledge the safety guidance at: [www.com.edu/selfscreen](http://www.com.edu/selfscreen). In addition, students, faculty, and staff must perform a [self-screening](#) prior to each campus visit. Finally, students, faculty, and staff which have had symptoms of COVID-19, received a positive test for COVID-19, or have had close contact with an individual infected with COVID-19 must complete the [self-report tool](#).