



**BUSI-1301.028IN**  
**Business Principles**  
**Spring 2024**  
**2<sup>nd</sup> 8-Weeks**  
**Online**

**Instructor Information:**

David Ford  
Assistant Professor of Business  
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409-933-8311 (Main Office-Admin. Assistant)

**Student Hours & Location:**

**TEAMS, D2L chat, or by email appointment**

Tuesday 12pm - 1pm

Thursday 12pm - 1pm

Friday **by appointment only**

**Required Textbook:**

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

Hardcopy textbooks may be new, used, or rented and can be purchased from multiple sources. This textbook is available through OpenStax.

**Introduction to Business, 2022**

**Gitman, McDaniel, Shah, Reece, Koffel, Talsma, & Hyatt**

**OpenStax**

**ISBN-10: 1-947172-55-7**

**ISBN-13: 978-1-947172-55-5**

**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:

The course is divided into four sections. 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. **Face-to-face students will be administered these tests in the classroom using BrightSpace D2L.** 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 BrightSpace)**. 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 Board

An **Ethics Case Study Discussion Board (in BrightSpace)** 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. **Be sure to use the rubric attached within the course.**

### Projects

A **Forms of Business Ownership Presentation (in BrightSpace)** will be required. It entails the creation of a presentation related to a form of business ownership. It will be uploaded to the BrightSpace assignment area. **Be sure to use the rubric attached within the course.**

An **Entrepreneurial Assignment (in BrightSpace)** will be required. It entails describing the financial condition of a business along with its relationship to the banking and financial systems. **There will be no late work accepted for this project.** **Be sure to use the rubric attached within the course.**

Please refer to the grading rubric for additional guidance on expectations.

## Determination of Course Grade/Detailed Grading Formula:

Chapter Quizzes.....	160 points
Four Tests (100 points each, 4 tests).....	400 points
Ethics Case Study Discussion Board.....	150 points
Forms of Business Ownership Presentation...	145 points
Entrepreneurial Assignment.....	145 points
<b>Total Possible Points.....</b>	<b>1000 points</b>

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:

Missed work immediately receives a "0". *Students are responsible for contacting the instructor about making it up.* Make-up work will be determined **on a case-by-case basis** in a manner that **the instructor deems fair and equitable to the entire class.** Late work normally receives a **20% penalty.**

- **If accepted**, the final day for auto-graded late work will be the **day prior to the last day of class.**
- **If accepted**, the final day for manually graded late work will be the **Sunday prior to the last day of class.**
- The Entrepreneurial Assignment will **NOT** be accepted late under any circumstances.

***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 APA 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 APA format learning session has taken place. Students may schedule more than one learning session, but the bonus points will only be applied once. **APA format is required for the Ethics Case Study, Business Ownership presentation, and the Entrepreneurial assignment.** Writing Resources, including appointment scheduling for Tutoring Center, are located at: <https://www.com.edu/tutoring/writing-resources.html> APA format templates are available through the College of the Mainland Office 365 tools (<https://www.com.edu/sso>).

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:

The following expectations apply to all Business/Accounting department courses regardless of modality.

Auto graded exams and quizzes should be available for immediate review by the students. **Manually graded assignments (discussion boards and projects) will be graded and returned within one week from the 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 for current point totals.**

## Attendance Policy:

Attendance in a 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.

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. 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 the faculty 48 business hours to reply to COM email communications.***

## General Education Core Objectives:

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

**Communication Skills** – to include effective development, interpretation, and expression of ideas through written, oral, and visual communication.

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

**Personal Responsibility-** to include the ability to connect choices, actions, and consequences to ethical decision-making

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

## 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.	<ul style="list-style-type: none"><li>• <b>Personal Responsibility</b></li></ul>	Quizzes: 6; 11; 13; 14
Describe the relationships of social responsibility, ethics, and law in business.	<ul style="list-style-type: none"><li>• <b>Communication Skills</b></li><li>• <b>Personal Responsibility</b></li><li>• <b>Social Responsibility</b></li></ul>	Ethics Case Study Discussion
Explain forms of ownership, including their advantages and disadvantages.	<ul style="list-style-type: none"><li>• <b>Communication Skills</b></li></ul>	Forms of Business Ownership Presentation
Identify and explain the domestic and international considerations for today's business environment: social, economic, legal, ethical, technological, competitive, and international.	<ul style="list-style-type: none"><li>• <b>Communication Skills</b></li><li>• <b>Personal Responsibility</b></li><li>• <b>Social Responsibility</b></li></ul>	Ethics Case Study Discussion
Identify and explain the role and effect of government on business.	<ul style="list-style-type: none"><li>• <b>Communication Skills</b></li><li>• <b>Social Responsibility</b></li></ul>	Ethics Case Study Discussion
Describe the importance and effects of ethical practices in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses.	<ul style="list-style-type: none"><li>• <b>Communication Skills</b></li><li>• <b>Critical Thinking</b></li><li>• <b>Personal Responsibility</b></li><li>• <b>Social Responsibility</b></li></ul>	Ethics Case Study Discussion

Describe basic financial statements and show how they reflect the activity and financial condition of a business.	<ul style="list-style-type: none"> <li>• <b>Communication Skills</b></li> <li>• <b>Critical Thinking</b></li> <li>• <b>Personal Responsibility</b></li> </ul>	Entrepreneurial Assignments
Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.	<ul style="list-style-type: none"> <li>• <b>Communication Skills</b></li> <li>• <b>Personal Responsibility</b></li> <li>• <b>Social Responsibility</b></li> </ul>	Entrepreneurial Assignment
Explain integrity, ethics, and social responsibility as they relate to leadership and management.	<ul style="list-style-type: none"> <li>• <b>Communication Skills</b></li> <li>• <b>Critical Thinking</b></li> <li>• <b>Personal Responsibility</b></li> <li>• <b>Social Responsibility</b></li> </ul>	Ethics Case Study Discussion
Explain the nature and functions of management.	<ul style="list-style-type: none"> <li>• <b>Communication Skills</b></li> <li>• <b>Critical Thinking</b></li> <li>• <b>Personal Responsibility</b></li> <li>• <b>Social Responsibility</b></li> </ul>	Forms of Business Ownership Presentation
Identify strengths, weaknesses, opportunities, and threats of information technology for businesses.	<ul style="list-style-type: none"> <li>• <b>Personal Responsibility</b></li> </ul>	Quiz 13

### 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. <https://www.com.edu/student-services/student-handbook.html> 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 Andrew Gregory, Department Chair, Business and Accounting at 409-933-8339 or [agregory2@com.edu](mailto: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 2024				
Schedule of Activities (2nd 8-week course)							
			Class Dates	Required Reading	Tests (WED IN CLASS for CL students)	Discussion Boards	Projects
Week 1 (Mar 18-24)	Chapter 1-2		Introduction DB (no grade)			Ch 1-2	03/24/24
Week 2 (Mar 25-31)	Chapter 3-4	Test 1 (Ch. 1-4)				Ch 3-4	03/31/24
Week 3 (Apr 1-7)	Chapter 5-6		Ethics Case Study ( <i>opens Week 1</i> )			Ch 5-6	04/07/24
Week 4 (Apr 8-14)	Chapter 7-8	Test 2 (Ch. 5-8)				Ch 7-8	04/14/24
Week 5 (Apr 15-21)	Chapter 13-14			Forms of Ownership Presentation ( <i>opens Week 3</i> )		Ch 13-14	04/21/24
Week 6 (Apr 22-28)	Chapter 15-16	Test 3 (Ch. 13-16)				Ch 15-16	04/28/24
Week 7 (Apr 29-May 5)	Chapter 9-10			Entrepreneurial Assignment ( <i>opens Week 5</i> )		Ch 9-10	05/05/24
Week 8 (May 6-9)	Chapter 11-12	Test 4 (Ch. 9-12)				Ch 11-12	05/09/24
Point Values				Important Notes			
Activity	Point Value	# of Activities	Total Points	Late Work, if accepted, normally receives 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; <i>online by Sunday for IN students; Wednesday in class for CL students</i>			
Discussion Board	150	1	150	Discussion Board - post assignment and then 2 responsive posts to peers			
Projects	145	2	290	Forms of Ownership Presentation & Entrepreneurial Assignment			
<b>Total Possible Points</b>			<b>1000</b>	<b>Any bonus points are at the discretion of the instructor. (See Syllabus)</b>			

## 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 2023-2024 v2.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.*

**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](mailto: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 2024 with a "W":**

**1<sup>st</sup> 8-week session- February 28<sup>th</sup>**

**16-week session- April 22<sup>nd</sup>**

**2<sup>nd</sup> 8-week session- May 1<sup>st</sup>**

**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.

**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).