



BUSI-1301-121H2
Business Principles
Fall 2025
2nd 8-Weeks
Hybrid

Instructor Information:

Dr.Melih Arat

Assistant Professor of Business

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409-933-8609

Student Hours & Location:

ICB 313-13, D2L chat or by email appointment

Monday	12:00-2:30 PM
Tuesday	2:30PM – 5:30 PM
Wednesday	2:30PM – 5:30 PM
Thursday	by appointment only
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

Project 1: Business Case Study Presentation – Managing Change

Format: Presentation (PowerPoint, Google Slides, or narrated video) uploaded to BrightSpace.

Task:

Choose a company that has faced a major change or turning point (e.g., Netflix shifting to streaming, Ford's EV strategy, Starbucks' global expansion, LEGO's near bankruptcy and recovery).

- Research the case using at least 3 credible sources (articles, reports, or case studies).
- Create a 7–10 slide presentation that covers:
- Company background.
- The challenge or crisis.
- How management responded.
- What worked, what failed.
- Your recommendations for the future.

Skills Assessed: Research, critical thinking, communication, presentation design.

Deliverable: Slides uploaded (with speaker notes if not narrated).

Project 2: Strategic Business Plan or Turnaround Paper

Format: Written research paper (4–5 pages, APA citations).

Task:

Either create a mini business plan (new product/service idea with market research and management structure)

OR analyze a struggling company and design a turnaround strategy.

Skills Assessed: Research, strategic thinking, written communication.

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
Project 1	145 points
Project 2	145 points
Total Possible Points.....	1000 points

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.

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 Opportunity (Up to 100 Points):

This assignment will be submitted in BrightSpace.

Activity:

Interview a local **small business owner or manager** about their **marketing strategies and challenges.**

Examples of small businesses you might choose include:

- HVAC company or repair service
- Fast food or local restaurant
- Coffee shop or bakery
- Hair salon or barber shop
- Fitness trainer or gym owner
- Auto repair shop or car wash
- Retail store (clothing, gifts, convenience store)
- Landscaping or cleaning service

Instructions:

1. Arrange and complete a short interview with a small business owner or manager.
2. Take a **picture of yourself with the business owner/manager** (with their permission) during or after the interview.

3. Ask at least **3–4 focused marketing questions**, such as:
 - How do you currently reach new customers?
 - What role does social media play in your marketing?
 - What's your biggest marketing challenge?
 - If you had unlimited resources, what would you change about your marketing?
4. Write a **1–2 page reflection** (250–400 words) that includes:
 - Summary of what you learned from the interview.
 - Key marketing strategies they use.
 - The main challenges they face.
 - One suggestion, based on our course concepts, that could improve their marketing.
5. Upload your reflection **and the photo** to BrightSpace under the **Extra Credit** folder.

Grading (Up to 100 Points):

Photo Evidence (Photo is mandatory but not point-scored separately.)

(Proof of real-world interview, not staged, not ai generated, or made-up)

Completed Interview Questions – 50 points

(All questions answered thoroughly, with direct quotes or paraphrased responses from the owner/manager)

Insights & Connection to Marketing Concepts – 50 points

(Show that you understood the business's strategies/challenges and can tie them to course topics like target markets, promotion, digital tools, etc.)

Only one submission is allowed. This is optional, but it's an excellent opportunity to connect course concepts with real-world businesses in your community.

Graded Assignments/Feedback/Gradebook:

Auto graded exams and quizzes should be available for immediate review by the students. **Manually graded assignments (discussion boards and projects) will typically 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 24 hours to reply to COM email communications. Student emails sent after 5pm on Friday should expect a reply by 12pm on Monday.***

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.	• Personal Responsibility	Quizzes: 6; 11; 13; 14
Describe the relationships of social responsibility, ethics, and law in business.	• Communication Skills • Personal Responsibility • Social Responsibility	Ethics Case Study Discussion
Explain forms of ownership, including their advantages and disadvantages.	• Communication Skills	Project 2 – Strategic Business Plan
Identify and explain the domestic and international considerations for today's business environment: social, economic, legal, ethical, technological, competitive, and international.	• Communication Skills • Personal Responsibility • Social Responsibility	Ethics Case Study Discussion
Identify and explain the role and effect of government on business.	• Communication Skills • Social Responsibility	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.	• Communication Skills • Critical Thinking • Personal Responsibility • Social Responsibility	Ethics Case Study Discussion

Analyze how businesses plan for financial needs and strategic growth, and evaluate how management decisions affect the overall condition of a company.	• Communication Skills • Critical Thinking • Personal Responsibility	Project 1 – Business Case Study Presentation: Managing Change
Evaluate how businesses access resources, manage risk, and adapt financial strategies to remain competitive in changing markets.	• Communication Skills • Personal Responsibility • Social Responsibility	Project 1 – Business Case Study Presentation: Managing Change
Explain integrity, ethics, and social responsibility as they relate to leadership and management.	• Communication Skills • Critical Thinking • Personal Responsibility • Social Responsibility	Ethics Case Study Discussion
Explain the nature and functions of management.	• Communication Skills • Critical Thinking • Personal Responsibility • Social Responsibility	Project 2 – Strategic Business Plan
Explain the nature and functions of management	• Personal Responsibility	Project 2 – Strategic Business Plan

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=EF5eFeJmPIA) <https://www.youtube.com/watch?v=EF5eFeJmPIA>

[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

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 Schedule of Activities (2nd 8-Week Course)					BUSI 1301 – Fall 2025	
Class Dates	Required Reading	Tests	Discussion Boards	Projects	Chapter Quizzes	Due Date (Sunday 11:59 PM)
Week 1 (Oct 13–Oct 19)	Chapters 1–2		Ethics Case Study (opens Week 1)		Ch. 1–2	10/19/25
Week 2 (Oct 20–Oct 26)	Chapters 3–4	Test 1 (Ch. 1–4)			Ch. 3–4	10/26/25
Week 3 (Oct 27–Nov 2)	Chapters 5–6		Ethics Case Study (continues)		Ch. 5–6	11/02/25
Week 4 (Nov 3–Nov 9)	Chapters 7–8	Test 2 (Ch. 5–8)			Ch. 7–8	11/09/25
Week 5 (Nov 10–Nov 16)	Chapters 13–14			Project 1 – Business Case Study Presentation: Managing Change	Ch. 13–14	11/16/25
Week 6 (Nov 17–Nov 23)	Chapters 15–16	Test 3 (Ch. 13–16)			Ch. 15–16	11/23/25
Week 7 (Nov 24–Nov 30)	Chapters 9–10			Project 2 – Strategic Business Plan OR Corporate Turnaround Paper	Ch. 9–10	11/30/25
Week 8 (Dec 1–Dec 4)	Chapters 11–12	Test 4 (Ch. 9–12)			Ch. 11–12	12/04/25 (Thursday)
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 (16%)- 3 attempts allowed; no time limit; highest attempt saved		
Tests	100	4	400	Tests (40%)- 1 attempt only		
Discussion Board	150	1	150	Discussion Board (15%)- post assignment and then 2 responsive posts to peers		
Projects	145	2	290	Projects (29%)- Project 1 & Project 2		
Total Possible Points			1000	Any bonus points are at the discretion of the instructor (see syllabus)		

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://www.com.edu/student-services/docs/Student Handbook 2024-2025 v2.pdf](https://www.com.edu/student-services/docs/Student_Handbook_2024-2025_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, Student Accessibility Services Coordinator

Phone: 409-933-8919

Email: AccessibilityServices@com.edu

Location: COM Doyle Family Administration Building, 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.

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 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 or communityresources@com.edu.

Nondiscrimination Statement:

The College District prohibits discrimination, including harassment, against any individual on the basis of race, color, religion, national origin, age, veteran status, disability, sex, sexual orientation, gender (including gender identity and gender expression), or any other basis prohibited by law. Retaliation against anyone involved in the complaint process is a violation of College District policy.