



**BUSI-1301-025IN**  
**Business Principles**  
**Summer 2023**  
**Online**

**Instructor Information:**

Katherine (Katy) Tunstall  
Adjunct Professor of Business  
[ktunstall@com.edu](mailto:ktunstall@com.edu)

**Student Hours & Location:**

By email appointment: Please email and I will help arrange a mutually convenient time to meet.

Monday	<b>by appointment only</b>
Tuesday	<b>by appointment only</b>
Wednesday	<b>by appointment only</b>
Thursday	<b>by appointment only</b>
Friday	<b>by appointment only</b>

**Required Textbook:**

This course is inclusive of the digital textbook, which is made available in Cengage and through the Cengage link inside BrightSpace D2L. 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-13: 978-1-337-40713-7**

**ISBN-10: 1-337-40713-5**

**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:

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 BrightSpace)** will be 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. Once you have started the test it cannot be stopped and restarted no matter what the circumstance. **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.

A **Forms of Business Ownership Presentation Discussion Board** will be required. It requires the creation of a presentation uploaded to the BrightSpace discussion board along with responses to peers. This assignment covers forms of business ownership. **Be sure to use the rubric attached within the course.**

**Rubrics are associated with both discussion board assignments.** 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 145 points

Forms of Business Ownership Presentation Discussion Board 145 points

Chapter Quizzes 160 points

**Total Possible Points 850 points**

The final grade will be based on the following scale:

☐ A = 90+% of the total points                      >= 765

☐ B = 80% - 89% of the total points              680-764

- ☒ C = 70% - 79% of the total points      595-679
- ☒ D = 60% - 69% of the total points      510-594
- ☒ F = less than 60% of the total points    <= 509

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. 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.***

### **Extra Credit/Bonus Points:**

- **Bonus points** may be offered for the completion of a course survey. The course survey is not accessible to instructors until the next semester. Your honest feedback is appreciated.

Any bonus points or other accommodations beyond those offered by COM are at the sole discretion of the instructor.

### **Graded Assignments/Feedback/Gradebook:**

Auto graded exams and quizzes should be available for immediate review by the students. Manually graded assignments (discussion boards) will be graded and returned within one week from 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 (not Cengage) 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 and Cengage 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.

**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 me 24 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>	Test 4 (select questions)
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 Board
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
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>Personal Responsibility</b></li> <li>• <b>Social Responsibility</b></li> </ul>	Test 1 (select questions)
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>	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.	<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 Board
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>Critical Thinking</b></li> <li>• <b>Personal Responsibility</b></li> </ul>	Test 2 (select questions)
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>Personal Responsibility</b></li> <li>• <b>Social Responsibility</b></li> </ul>	Test 2 (select questions)
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 Board
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
Identify strengths, weaknesses, opportunities, and threats of information technology for businesses	<ul style="list-style-type: none"> <li>• <b>Personal Responsibility</b></li> </ul>	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 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 Chair, Andrew Gregory, 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 - Summer 2023			
Schedule of Activities (5-week course)							
Module	Dates	Required Reading	Tests	Discussion Boards	Projects	Chapter Quizzes	Due Date (Midnight)
Module 1	Week 1 (Jul 10-16)	Chapter 1 & 2 Chapter 3 & 4	Test 1 (Ch. 1-4)	(Introduction DB)		Chapter 1 & 2 Chapter 3 & 4	07/16/23
Module 2	Week 2 (Jul 17-23)	Chapter 6 & 7 Chapter 8 & 9		Ethics Case Study DB		Chapter 6 & 7 Chapter 8 & 9	07/23/23
Module 3	Week 3 (Jul 24-30)	Chapter 10 Chapter 11 & 12	Test 2 (Ch. 6-10)			Chapter 10 Chapter 11 & 12	07/30/23
Module 4	Week 4 (Jul 31-Aug 6)	Chapter 13 Chapter 14 & 15	Test 3 (Ch. 11-13)	Forms of Ownership DB		Chapter 13 Chapter 14 & 15	08/06/23
Module 5	Week 5 (Aug 8-11)	Chapter 16 & 17	Test 4 (Ch. 14-17)			Chapter 16 & 17	08/10/23
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			
Tests	100	4	400	Chapter Quizzes - 3 attempts allowed, no time limit, highest attempt saved.			
Discussion Boards	145	2	290	Discussion Boards - 3 posts required (1 initial; 2 peer)			
<b>Total Possible Points</b>			<b>850</b>	Any bonus points are at the discretion of the instructor.			

## 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 2022-2023 v4.pdf \(com.edu\)](#). *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. The last date to withdraw from the 1<sup>st</sup> 5-week session is June 30. The last date to withdraw from the 10-week session is July 31. The last date to withdraw for the 2<sup>nd</sup> 5-week session is August 4.

**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).