

**South Plains College**

**Common Course Syllabus: Business Principles - BUSI 1301**

**Department:** Business Administration

**Discipline:** Business

**Course Number:** BUSI 1301

**Course Title:** Business Principles

**Available Formats:** Face to Face, Online

**Campuses:** Levelland, Dual-Credit, Online

**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.

**Prerequisite:** N/A

**Credit Hours:** 3 **Lecture:** 3 **Lab:** 0

**Textbook:** Foundations of Business - 6th Edition; Pride/Hughes/Kapoor with Cengage Mind Tap  
Access Code (Publisher = Cengage)

**Student Learning Outcomes:** Upon successful completion of this course, students will:

1. Identify major business functions of accounting, finance, information systems, management, and marketing.
2. Describe the relationships of social responsibility, ethics, and law in business.
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.

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.
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.

**Attendance Policy:**

Instructors will create an attendance policy that is consistent with the “Class Attendance” policies stated below in the *SPC General Catalog*:

*[Students are expected to attend all classes in order to be successful in a course. The student may be administratively withdrawn from the course when absences become excessive as defined in the course syllabus.*

*When an unavoidable reason for class absence arises, such as illness, an official trip authorized by the college or an official activity, the instructor may permit the student to make up work missed. It is the student’s responsibility to complete work missed within a reasonable period of time as determined by the instructor. Students are officially enrolled in all courses for which they pay tuition and fees at the time of registration. Should a student, for any reason, delay in reporting to a class after official enrollment, absences will be attributed to the student from the first class meeting.*

*Students who enroll in a course but have “Never Attended” by the official census date, as reported by the faculty member, will be administratively dropped by the Office of Admissions and Records. A student who does not meet the attendance requirements of a class as stated in the course syllabus and does not officially withdraw from that course by the official census date of the semester, may be administratively withdrawn from that course and receive a grade of “X” or “F” as determined by the instructor. Instructors are responsible for clearly stating their administrative drop policy in the course syllabus, and it is the student’s responsibility to be aware of that policy.*

*It is the student’s responsibility to verify administrative drops for excessive absences through MySPC using his or her student online account. If it is determined that a student is awarded financial aid for a class or classes in which the student never attended or participated, the financial aid award will be adjusted in accordance with the classes in which the student did attend/participate, and the student will owe any balance resulting from the adjustment.]*

Even though this is an online class, students still have to access the course on a regular basis.

**Minimum log in for the course is at least four (4) days per week. Additionally, you should not let more than 72 hours pass without logging in.**

The Blackboard software used to manage this online course tracks student logins, tracking when and where the student has been in the course. Accessing this course on a regular basis is extremely important in order to meet the objectives of this course. Ideally, students should daily check the semester schedule, e-mail, and also check for announcements and fellow student discussions. This course is not 100% self-paced—there will be deadlines. You will feel more at ease with the materials if you stay in touch with what is going on. This course is 3 semester credit hours. For this reason, you should set aside a minimum of 6 hours per week to work on this course. One of the very first things you should do is set aside time each week to work on the class. It is very easy to put off attendance in an online course.

#### **A STUDENT IS RESPONSIBLE FOR INITIATING THEIR OWN WITHDRAWAL**

A student who stops attending and stops completing assignments, must take the responsibility of contacting the Registrar's Office to drop the class.

**I do not drop students for non-attendance. It is your responsibility to initiate the drop process if you decide not to complete the course. Students who stop attending and do not complete the coursework will receive an F at the end of the semester.**

**PLEASE NOTE: The last day to drop this course is Thursday December 3rd, 2026.**

**Be advised – I do not accept late work for any reason.**

Late-Work and Coursework Extensions: **No** late coursework will be accepted. No extensions will be given for any coursework. There are only two exceptions to this policy.

One, you are severely ill/hospitalized. If this is the case, you must contact DeEtte Edens at dedens@southplainscollege.edu or at (806) 716-2376 and submit the required medical documentation to her. She will notify the instructor, if the illness warrants an extension.

Two, you are on a SPC sponsored event and have sent in the proper documentation to me, BEFORE the trip/event has occurred.

## **Disabilities Statement**

Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations should notify the Disability Services Office early in the semester so that the appropriate arrangements may be made. In accordance with federal law, a student requesting accommodations must provide acceptable documentation of the individual's disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland (Student Health & Wellness Office) 806-716-2577, Lubbock and other centers (located at the Lubbock Downtown Center) 806-716-4675.

## **Non-Discrimination Statement**

South Plains College does not discriminate on the basis of race, color, national origin, sex, disability or age in its programs and activities. The following person has been designated to handle inquiries regarding the non-discrimination policies: Vice President for Student Affairs, South Plains College, 1401 College Avenue, Box 5, Levelland, TX 79336. Phone number 806-716-2360.

## **Title IX Pregnancy and Parenting Accommodations Statement**

(Rev. 6/11/2024)

If you are pregnant or parenting (paternal or maternal) with children under the age of 18 per Texas Education Code 51.982 and Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a Title IX pregnancy and parenting accommodations request, along with specific medical documentation, to the Health and Wellness Center. Once approved, notification will be sent to the student and instructors. It is the student's responsibility to work with the instructor to arrange accommodations. Contact the Health and Wellness Center at 806-716-2529 or email [rcanon@southplainscollege.edu](mailto:rcanon@southplainscollege.edu) for assistance.

## **CARE (Campus Assessment, Response, and Evaluation) Team**

South Plains College is committed to ensuring the safety, health, and well-being of its students and community. To support its campus community SPC has a CARE Team. This is a dedicated group of campus professionals responsible for assessing and responding to students who could benefit from academic, emotional, or psychological support, as well as those presenting risk to the health or safety of the community. If you see someone experiencing challenges, appearing distressed, posing a threat to their safety or someone else's safety, or causing a significant disruption to the SPC community, please submit a CARE Team referral. You may also submit a referral for yourself if you would like additional support. NOTE: In cases where a person's behavior poses an imminent threat to you or another, contact 911.

## Campus Concealed Carry Statement

Texas Government Code 411.2031, et al. authorizes the carrying of a concealed handgun in South Plains College buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and South Plains College policy, license holders may not carry a concealed handgun in restricted locations. For a list of locations and Frequently Asked Questions, please refer to the Campus Carry page at: <http://www.southplainscollege.edu/campuscarry.php>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all South Plains College campuses. Report violations to the College Police Department at 806-716-2396 or 9-1-1.

## Student Identification Verification Pictures

In order to comply with institutional identity-verification procedures, students enrolled in courses at South Plains College must have a current photo available in the College's student information system. Approved photos are used solely for instructional, advising, and security purposes and are protected under applicable privacy laws. Students without a photo on file must update their record during the first week of class.

Pictures may be uploaded using these [instructions](#).

## Artificial Intelligence Statement

### • Purpose of Artificial Intelligence (AI) Applications:

AI applications are advanced language models designed to aid and engage in meaningful conversations, as well as, generate and revise content. AI is intended to supplement learning, stimulate critical thinking, and enhance academic discourse. However, its use comes with certain responsibilities.

### • Academic Integrity:

Using AI to generate academic work, including essays, reports, or assignments, without proper attribution is a violation of SPC academic integrity policies. Plagiarism undermines the learning process and is strictly prohibited. Students must ensure that their work reflects their own ideas, research, synthesis, and analysis and appropriately cites all sources, including AI.

### • Collaboration and Consultation:

While AI can be a valuable resource, it is essential to strike a balance between seeking assistance and maintaining personal responsibility. Collaboration with peers, consulting instructors, and utilizing other approved learning resources should be prioritized. Overreliance on AI for solutions without actively engaging in the learning process is discouraged and can be grounds for academic integrity violations. Utilizing AI as a tool for brainstorming or research is allowed but the writing should be the student's own work and thoughts.

- **Critical Thinking and Originality:**

AI usage can provide suggestions and information, but it is essential to critically evaluate the responses and exercise independent thought. Relying solely on AI for answers deprives students of the opportunity to develop their analytical and problem-solving skills. In assignments where originality, creativity, and independent thinking are valued, AI would be detrimental to the student learning process. Critical thinking and originality emphasize the importance of independent thinking in all academic endeavors as part of the student's learning experience apart from outside influence and offers the student the opportunity to refine their unique, individual voice through academic discourse with other students and faculty.

- **Ethical Use and Bias Awareness:**

AI is trained on large amounts of data from the internet, which may include biased or inaccurate information. Be mindful of the potential for bias and critically evaluate the responses provided by AI. Therefore, when using AI, just like with using any other database, students must verify that the information is from reliable sources, question any potential biases, and ensure that the information and sources used in the paper are neutral, peer-reviewed sources.

- **Responsible Engagement:**

Students should engage with AI in a respectful and responsible manner and avoid using offensive language, discriminatory remarks, or engaging in any form of harassment or inappropriate behavior. Students should also uphold the standards of respectful communication in addressing both AI and fellow classmates.

- **Compliance with South Plains College Policies:**

Policies regarding the appropriate use of AI in South Plains College courses are set by instructional departments and individual instructors. Appropriate use of AI may range from strict prohibition to assignments they may require the use of AI. Misusing or violating the guidelines outlined in this syllabus warning may result in disciplinary action, including academic penalties. Students are expected to familiarize themselves with the specific course policies regarding the use of AI and adhere to them throughout the semester.

***Remember, AI can be a tool to support your learning in certain courses and assignments, but it cannot replace the critical thinking, creativity, and independent work that are integral to your overall academic growth.***

**BUSI 1301 - Business Principles - Online**  
(print for quick reference)

**Online Disclaimer:** This is to notify you that materials you may be accessing in chat rooms, bulletin boards or unofficial Web pages are not officially sponsored by South Plains College. The United States Constitution rights of free speech apply to all members of our community regardless of the medium used. We disclaim all liability for data, information or opinions expressed in these forums.

**Instructor:** Lauren Gregory  
**Office:** Levelland Campus, Technology Center 206  
**Office Hours:** By Appointment and posted on office door  
**Course Address:** <http://southplainscollege.blackboard.com/>

**Blackboard E-mail Address:** Please use the e-mail option in Blackboard for the course.

**Office Telephone:** (806) 716-2249 (response time through BB email much faster – FYI)

**COURSE DESCRIPTION:** This course is an introduction to the role of business in modern society. It includes an overview of business operations, analysis of the specialized fields within the business organization, and development of a business vocabulary. All course work and exams are conducted online. Extensive use of the Internet is used to send and receive information.

**COURSE OBJECTIVES:** After completion of this course, the student will be able to describe the scope of business enterprise in the nation and the world today; identify major business functions of accounting, management, marketing, and economics; describe the relationships of social responsibility, ethics, and law in business; and define and apply business terminology.

**HOW THIS COURSE IS CONDUCTED:** This course is an online course, which means that you will access course information and respond to me and/or other students through the use of the Internet. Blackboard is used to deliver and manage this course. Blackboard is a software package that was written to help manage online courses. You are encouraged to use the discussion forum for asking questions pertaining to the class.

**Required -**

Cengage Unlimited Access will be provided to you at no cost, due to this course being a dual credit course.

You will sign into Cengage homework during the first week of class, create a Cengage account, and have instant access to the E-Book and assignments, etc.

**Getting Registered**

To access your course materials and explore Cengage Unlimited, login to Blackboard and click on the left hand link on the homepage that says **Course Content**. Click on Week 2 Assignments and then click into Chapter 1 Homework -- When prompted, login with your Cengage account

and follow the steps to complete the registration process. (or register for Cengage, if you have never used the website before). **Use your SPC email to sign up!!**

To access the Unlimited Dashboard from your Cengage course materials, click 'My Home'. Once you have accessed your course materials through Blackboard, your dashboard will be populated with your course materials. You can add additional resources by using the search bar or 'Register another course or product'.

If you need help getting access to Cengage Unlimited, please reach out to Cengage's Help Desk.

### **Additional Registration Support**

Should you need additional guidance, please click here to view a student quick start guide with detailed instructions.

**LOGGING INTO COURSE:** Under no circumstances are you allowed to give your User ID and/or password to anyone. If someone, besides you, is logging into this course, I will drop you immediately with an 'F', regardless of the reason.

**COMPUTER REQUIREMENTS:** I do not recommend any particular brand of computer. It is the responsibility of the student to make sure that they have the necessary computer resources and skills to take this class. Students are not required to purchase their own computer, but must have frequent regular access to one that meets specifications. There are computer labs available for student use on our Levelland, Lubbock Center, and Reese Center campuses.

Microsoft Office 365 is now available to all SPC students. You will have access to email, file storage, and Microsoft Office applications: Word, Excel, PowerPoint, Access, Publisher, Outlook, Skype and OneDrive by logging into <https://office.com> or <http://portal.office.com/account/#installs> for more apps. All new student correspondence will be sent to their new o365 email account (student1234@southplainscollege.edu) and also forwarded to their Gmail account that will remain active.

### **Check Your Internet Access**

The computer you are using must be able to connect to the Internet and allow you to access the Blackboard website.

**To be able to participate in this online course, a student needs to have the following abilities:**

- Typing and word processing skills.
- Know basic functionality of a computer and how to do basic troubleshooting.
- Know how to connect to the Internet.
- Know basics of how the Internet works and how to search and conduct research using the Internet.
- Know how to attach and open documents in an e-mail message.
- Have basic file management skills.
- Know how to save and delete documents.

**RESPONSE TIMES:** You should expect responses from me within 48 hours to emails sent using Blackboard email. If you haven't received a response within that time, communicate to me again either through email and/or telephone. It is possible your initial communication had not been received. I will not guarantee a response to email during SPC scheduled school holidays or on weekends.

**COURSE WORK EVALUATION:** Semester grade will be determined using the following scale:

|          |   |
|----------|---|
| 90-100   | A |
| 80-89    | B |
| 70-79    | C |
| 60-69    | D |
| Below 60 | F |

Your grade for this course will be based on your performance in the following areas.

- Introduction/Syllabus Summary (5%)
- "Business - Mind Tap - Video Homework (20%)
- "Business – Mind Tap" - Weekly Homework (45%)
- "Business – Mind Tap" - Exams (30%)

**ASSIGNMENT POLICY/MATERIALS REQUIREMENTS:** It is extremely important to have read assigned online course content, the chapters in the textbook, and/or Internet readings prior to completing assignments. You should also find the resources within Blackboard helpful. (see calendar link in Blackboard for due dates).

**All assignments are due by 4:00 p.m. on the date posted on the course schedule/calendar.**

**LATE WORK/ASSIGNMENTS WILL NOT BE ACCEPTED.**

**Although, your 1 lowest homework grade will be dropped at the end of the semester.**

**Introduction Assignment (due 8/30/26) (2.5%)**

Post your introduction in the **Course Content** link (on the left side menu within your Blackboard homepage). Click on the Week 1 folder = In the discussion forum, post in the topic "your introduction." In the subject line put your name—example, "John Doe's Introduction." Please include the following in your introduction. This assignment will be keyed in the body of the message window, please feel free to say hello to your fellow classmates if you wish, and discuss anything that you might have in common.

- Major
- Spare time activities (or if you had spare time, what would you do?)
- Favorite class so far and why
- Business or work area interests or career goals

**Syllabus Summary Assignment (due 8/30/26) (2.5%)**

Submit an approximate one-page summary of this syllabus to me by clicking on the **Course Content** link (on the left side menu within your Blackboard homepage). Click on the Week 1

folder = The subject line of the discussion should read "Syllabus summary—Your name". Do not include in the summary such things as my contact information, etc. that I already know. Include things you feel most important to remember during the semester. At the bottom of your summary, please state that you agree to the syllabus guidelines and put the current date by your name.

### **Homework Assignments – "Business – Mind Tap" (45%)**

Weekly homework in "Business – Mind Tap" will be outlined in the semester schedule, opening Sundays at 6 AM and due the following Sunday at 4:00PM (you will have over a week to complete these assignments, remember that I do not accept late work). Please pay close attention to your semester schedule for due dates etc.

### **Homework Assignments – Video Quizzes (20%)**

Weekly assignments focusing on real world business applications.

**Exams (30%)** There will be 4 exams covering three to four chapters each, over the major areas of study related to business listed under the course outline below plus the comprehensive final exam. Each exam will be released on Sunday mornings at 6:00 AM and will close on the following Sunday at 4:00 p.m. You will be able to click on the exam link and select the exam as soon as it is made available. When you begin the exam, you will have 1 hour and 15 minutes (75 minutes) to complete and submit the exam.

\*\*\* Exams will be conducted online within the Mind Tap software. You do not have to come to campus to take these exams. You will not be able to print the exams when accessed. You will only be able to access the test once and you must take the test in one sitting—you will not be able to save and come back later to the test!

It will be very important for you to visit the Semester Schedule in Blackboard to see when exams are scheduled. \*\*\*

**MAKE-UP EXAM POLICY: I do not give make-up exams if you miss a test, BUT, if you do miss an exam, you will take the final exam to replace the exam you missed!**

The final exam will be comprehensive and will either replace the lowest score of the major chapter exams (even if the final exam score is lower) or replace one missed major chapter exam.

As of December 7th, 2026 all students with a "B" course average and below must take the Final Exam – If you have an "A" average in the course on December 7th, 2026 you are EXEMPT from the final exam.

For those students who must take the final exam, the grade that you make on the comprehensive final exam will replace the lowest score of your major chapter exams (even if the final exam score is lower) or replace one missed major chapter exam. If student does not take final comprehensive exam ("B" average students and below), final course grade will be lowered by one letter grade.

**COURSE OUTLINE:** These are the major areas of study that will comprise the chapters covered:

- The Environment of Business
- Trends in Business Today

- Management and Organization
- Human Resources
- Marketing
- Info. for Business Strategy and Decision Making
- Finance and Investment

**COMPUTER LABS:** There are several computer labs with the locations, and hours of operation below. You will need to present your SPC student ID at some of these locations.

- Levelland campus: – 1<sup>st</sup> Floor of the Library  
<https://library.southplainscollege.edu/c.php?g=1097174&p=8001389>
- Lubbock Center, Monday – Thursday from 8 a.m. to 7 p.m. and Friday from 8 a.m. to 4 p.m.

**TECHNICAL PROBLEMS/SUPPORT:** If you are having computer problems, you have to let me know. I will try to help you in any way that I can. E-mail [blackboard@southplainscollege.edu](mailto:blackboard@southplainscollege.edu) is your first contact with technical problems related to the Blackboard program. I am your contact with content issues for the course. Please remember that it is your responsibility to have a backup plan if your computer goes down. Please have this plan in place now and do not wait until it is a crisis situation. If you lose your assignments from a computer crash, or your dog ate your homework, there is nothing I can do about it. THIS IS YOUR WARNING TO HAVE A BACKUP PLAN IN PLACE.

**PLEASE DO NOT WAIT UNTIL THE LAST MINUTE TO TURN ASSIGNMENTS IN OR YOU MAY HAVE PROBLEMS!** Remember the saying “**TECHNOLOGY HAPPENS**”! So, it is strongly recommended to work on and submit assignments early before the date due.

## **General Course and Chapter Learning Objectives and Outcomes**

**Course Description:** This course is an introduction to the role of business in modern society. It includes an overview of business operations, analysis of the specialized fields within the business organization, and development of a business vocabulary.

**Course Learning Outcomes:** The student will describe the scope of business enterprise in the nation and the world today; identify major business functions of accounting, management, marketing, and economics; describe the relationships of social responsibility, ethics, and law in business; and define and apply business terminology.

**Course Competencies:** Upon successful completion of this course, the learner will have demonstrated their ability to learn the:

- (1) history and nature of business.
- (2) basic types of business and their forms of organization.
- (3) basic problems of management.
- (4) personnel requirements and problems.
- (5) basics of all business finance.

- (6) use of business information.
- (7) role of government on our business world.

### **Student Course Learning Outcomes**

**Student learning Outcome 1:** To understand and be able to describe the nature of American business. Upon completion of the course, the student is expected to be able to:

1. Identify and describe the different types of economic systems.
2. Identify the elements of private enterprise and various degrees of competition in the U.S. economic system.
3. Describe how issues of social responsibility and ethics affect business.
4. Explain various aspects of social responsibility such as: economic, socioeconomic, consumerism, employment practices and environmental.
5. Explain the basic for international trading.
6. Discuss trade restrictions between countries.
7. Identify how international businesses are financed.

**Student learning Outcome 2:** To understand trends in business today. Upon completion of the course, the student is expected to be able to:

1. Describe and explain the basic forms of business ownership.
2. Identify special types of business ownership.
3. Discuss small businesses and entrepreneurship participation in US economy.
4. Explain how franchising has increased entrepreneurship in US.
5. Explain the basic management functions.
6. Identify levels of management and specialization.
7. Identify types of managers and leadership styles.

**Student learning Outcome 3:** To understand the functions of management, organization and human resources. Upon completion of the course, the student is expected to be able to:

1. Explain how organization structures are developed.
2. Explain how organization structures are managed
3. Identify the different forms of organizational structures.
4. Identify and explain key human resource issues such as, recruiting, attracting, staffing, motivating, retaining and employees benefits.
5. Discuss some of historical perspectives on motivation...
6. Explain how various techniques are employed to motivate employees in the workplace.

**Student learning Outcome 4:** To understand the basic elements of the marketing concepts.

Upon completion of the course, the student is expected to be able to:

1. Explain the purpose of a marketing plan.
2. Identify and explain marketing concepts such as, product life cycle, branding, packaging and labeling.
3. Identify the key elements of promotion and marketing mix.
4. Explain ways marketers meet the need of consumers and industrial users.
5. Explain how channels of distribution are used to disseminate goods to the marketplace.

**Student learning Outcome 5:** To understand the concepts of financial management. Upon completion of the course, the student is expected to be able to:

1. Explain the role of accountants in business.
2. Explain and describe how basic financial statements are utilized by businesses to make decisions.

3. Distinguish between equity and debt financing.
4. Discuss the function of the Federal Reserve System.
5. Describe different types of financial institutions.