

COURSE SYLLABUS

BUSI 1301 (3:3:0)

BUSINESS PRINCIPLES

Business

Business Administration Department

Technical Education Division
and
Division of Arts and Science

Lauren Gregory -- Associate Professor, Business Administration

SOUTH PLAINS COLLEGE

SPRING 2019

SPRING 2019
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
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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 on the "Homepage" Course Tools control panel in Blackboard for the course.
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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 Text -

Foundations of Business - 6th Edition; Pride/Hughes/Kapoor with Cengage MindTap Access Code (Publisher = Cengage)

Textbook and Supplies: All that is needed for the course is a Cengage Unlimited Card for \$119. This will get you the access code to this class with E-Book and also the access code and E-Book for ALL Cengage textbooks you will use in other classes! If other instructors use a Cengage product in your other classes, you DO NOT need to buy anything else!!



The materials required for this course are included in [Cengage Unlimited, a subscription service providing access to ALL Cengage](#) ebooks and digital learning products—over 22,000—for \$119.99 per semester (extended subscriptions also available). One Cengage Unlimited subscription can be used across all courses where Cengage products are assigned, at no additional cost. You can purchase access to Cengage Unlimited in the bookstore, or through my Blackboard course during the first week of class.

To access your course materials and explore Cengage Unlimited, log in to Blackboard and click on the link that says **Cengage MindTap Weekly Assignments**. When prompted, log in with your Cengage account and follow the prompts to complete the registration process.

REMINDERS FOR STUDENTS

- **What to purchase:** You should NOT purchase BOTH individual course materials AND a Cengage Unlimited subscription—only ONE purchase is required. Cengage Unlimited is typically the best value.
- **Start at the bookstore:** Check the bookstore first when purchasing Cengage Unlimited. If it's not sold there, it can be purchased at cengage.com/unlimited.
- **When digital is required:** You will get a free 2 week trial access to both the digital product in use for your course and Cengage Unlimited.
- **Financial aid:** You can purchase Cengage Unlimited with financial aid through the bookstore.
- **Print books:** For every Cengage digital course activation (i.e. *MindTap*, *WebAssign*, *OWL*, *SAM*, *CengageNOWv2*, etc.) within Cengage Unlimited, you will be offered a print rental—they pay just \$7.99 + free shipping. Print rentals can be redeemed only within Cengage Unlimited and shipped direct to you. Alternatively, discounted looseleaf options will be made available if you are enrolled in digital products.

Additional Registration/Purchasing Support

Should you need additional guidance, please visit www.cengage.com/start-strong.

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 Byron Martin ATC, and Reese Center campuses.

PLEASE make sure your computer is protected with current anti-virus software and spyware removal and prevention software. Most PC's have Microsoft Office (Word, Excel, Access, PowerPoint, etc.), but if you do not have Office on your computer I would recommend the following website. As a student, you can get Office 365 for free. Go to the link below and register using your SPC student email address.

@students.southplainscollege.edu

<https://portal.office.com/start?sku=e82ae690-a2d5-4d76-8d30-7c6e01e6022e>

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.

ATTENDANCE POLICY: 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, if that becomes necessary. If a student is administratively withdrawn from the class, the grade appearing on the transcript will be, at my discretion, an 'X' or 'F'. Administrative withdrawal may occur if the student has not logged into the course over a one (1) week period, consistently fails to meet deadlines, or if the student consistently misses logging into the course **at least 4 days** a week. I also reserve the right to determine excessive absences based on your progress throughout the course. If a student is not meeting requirements for the course, they will be denied access into the Blackboard course and should immediately get in touch with the instructor or withdraw from the course immediately. Being denied access into a course in Blackboard does not withdraw a student from that course—for a student to withdraw from a course, they must contact the Registrar's Office. If you are not active within the course for more than 2 weeks (not completing homework, exams, etc.) I will drop you from the course for non participation.

PLEASE NOTE: The last day to drop this course is April 25, 2019

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 1/21/19) (2.5%)

Post your introduction in the **Discussion** tool forum in Blackboard (on the left side menu within your Blackboard homepage). 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.

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

Syllabus Summary Assignment (due 1/21/19) (2.5%)

Submit an approximate one-page summary of this syllabus to me using the Blackboard discussion post area. 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 Monday at 4:00 PM (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 Monday 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 May 4th, 2019 all students with a “B” course average and below must take the Final Exam – If you have an “A” average in the course on May 4th, 2019 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: Technology Center, Monday – Thursday from 8 a.m. to 9 p.m. and Friday from 8 a.m. to 4 p.m.
- Reese campus library: Building 8, Monday – Thursday from 8 a.m. to 8 p.m. and Friday from 8 a.m. to 4 p.m.
- Reese campus: Building 8, Room 827. This lab is available first for students enrolled in computer classes then students enrolled in other courses. Hours will be posted on the door.
- 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 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 due to bad flash drives, 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.

SPECIAL SERVICES: Students with disabilities, including but not limited to physical, psychiatric, or learning disabilities, who wish to request accommodations in this class 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 his/her disability to the Disability Services Office. For more information, call or visit the Disability Services Office at Levelland Student Health & Wellness Center 806-716-2577, Reese Center (also covers Lubbock Center) Building 8: 806-716-4675, Plainview Center Main Office: 806-716-4302 or 806-296-9611, or the Health and Wellness main number at 806-716-2529.

STUDENT CONDUCT: Expected student conduct is as outlined in the SPC catalog. Please note that this is an online environment and others will see your responses to questions. Please do not post any pictures or data that others may find offensive.

ACADEMIC INTEGRITY: It is the aim of the faculty of South Plains College to foster a spirit of complete honesty and a high standard of integrity. The attempt of any student to present their own work, which he or she has not honestly performed, is regarded as a

most serious offense and renders the offender liable to serious consequences, possibly suspension. Students should refer to the SPC General Catalog policy regarding consequences for cheating and plagiarism and for events defined as cheating and plagiarism (see “Academic Integrity” as well as “Student Conduct” sections in college catalog). (end of document—subject to revision or addendums) (Revised 5-22-17)

Campus Concealed Carry - Texas Senate Bill - 11 (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, please refer to the SPC policy at: (http://www.southplainscollege.edu/human_resources/policy_procedure/hhc.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.

Title IX Pregnancy Accommodations Statement

If you are pregnant, or have given birth within six months, Under Title IX you have a right to reasonable accommodations to help continue your education. To activate accommodations you must submit a Title IX pregnancy accommodations request, along with specific medical documentation, to the Director of Health and Wellness. 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 Chris Straface, Director of Health and Wellness at 806-716-2362 or email cstraface@southplainscollege.edu for assistance.

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.
- (8) LinkedIn
- (10) Career Success/Readiness

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.