



BUSI 1301 Business Principles

Course Syllabus: Spring 2024 HY

“Northeast Texas Community College exists to provide personal, dynamic learning experiences empowering students to succeed.”

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Office Hours	Monday	Tuesday	Wednesday	Thursday	Friday	Online
	1:30 p.m. – 3:00 p.m.	8:00 a.m. – 11:30 a.m.	8:00 a.m. – 9:30 a.m.	8:00 a.m. – 11:30 a.m.	Available Upon Request	

This syllabus serves as the documentation for all course policies and requirements, assignments, and instructor/student responsibilities.

Information relative to the delivery of the content contained in this syllabus is subject to change. Should that happen, the student will be notified.

Course Description: 3 credit hours.

Lecture/Lab/Clinical: Hybrid

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(s): None

Student Learning Outcomes:

- Identify major business functions of accounting, finance, information systems, management, and marketing.
- Describe the relationships of social responsibility, ethics, and law in business.
- Explain forms of ownership, including their advantages and disadvantages.
- Identify and explain the domestic and international considerations for today’s business environment: social, economic, legal, ethical, technological, competitive, and international.
- Identify and explain the role and effect of government on business.
- Describe the importance and effects of ethical practices in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses.
- Describe basic financial statements and show how they reflect the activity and financial condition of a business.
- Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.
- Explain integrity, ethics, and social responsibility as they relate to leadership and management.

- Explain the nature and functions of management.
- Identify strengths, weaknesses, opportunities, and threats of information technology for businesses.

Evaluation/Grading Policy:

All quizzes/assignments/discussions/exams are completed individually and submitted electronically through Blackboard. Each assignment is worth a set number of points. Please pay careful attention to the due dates.

Late work will NOT be accepted.

This course adheres to the NTCC Academic Honesty and Ethics statements discussed below. In addition, if a student submits the work of anyone else, they and the other person (if possible) will earn a zero grade on that assignment. If this happens a second time, the student will be dropped immediately from class with a failing grade and a note of academic dishonesty placed on their permanent NTCC record.

Assignments:

All assignments for this course will be provided on the first day of the course and will be completed and submitted via Blackboard. Assignments, instructions, and files are accessible via Blackboard.

Tests/Exams:

- 2 Exams (200 points each)
- Each exam will be electronically in Blackboard.
- Exam 1 covers chapters 1-8
- Exam 2 covers chapters 9, 11-13 & 15-18

Chapter Quizzes: 16 Chapter Assignments (10 points each)

Chapters 1-8, 9, 11-13, 15-18 quizzes are worth 10 points each.

Quizzes are completed electronically through Blackboard and are presented in multiple choice format. Quizzes are timed and students will only have one attempt to complete. **No late work will be accepted.** See course schedule below for specifics.

Discussion Board: 1 Discussion Questions (40 points)

Discussion board topics can be found in Blackboard under the Discussion Board link. All discussion questions must be answered in paragraph form using correct grammar and sentence structure. Students must post their initial response and then respond to at least one other student's post.

Written Chapter Assignments: 4 Written Chapter Assignments (50 points each)

Chapters 4, 5, 7, and 15 include written assignments. Students are to review the chapters and corresponding information/resources and submit their response under the appropriate Blackboard Assignment link. Responses should be typed in Microsoft Word and be presented in paragraph form (do not submit a list of items). Responses should be representative of the student's own thoughts in their own words. **Plagiarism will not be tolerated.**

Business Ethics Review Project: Group Project (200 points)

Students are to conduct research on the company of your choosing from the list provided in Blackboard. Students will need to review the company website – identify the company's ethical practices (ethical awareness, ethical education, ethical actions, and ethical leadership). Identify any ethical dilemmas and ethical lapses found and how these issues were handled. Every company listed has been in the news regarding questionable actions – research until you find it/them. Sources used need to be credible and cited in the review.

Students should describe the importance and effects of ethical practices on the company. Also, explain integrity, ethics, and social responsibility as they relate to the leadership and management of the company. Students should discuss their reaction to the ethical dilemmas (do you feel the company handled

the situation correctly). Could they have handled it differently? Do they have a plan in place to help ensure it does not happen again?

Your review must be type-written in Microsoft Word utilizing APA format.

Report should be a minimum of two (2) pages – doubled spaced (it should not exceed four pages double spaced). Students will submit their review using the Turnitin link in Blackboard.

Please remember that these projects should be your own work—plagiarism (taking someone else's work or ideas and passing them off as one's own) will not be tolerated. Copying from another source and using block quotations from another source is not representative of your own work. Reviews should be representative of the student's own thoughts in their own words

Please review the college policy and the course syllabus for details regarding academic honesty. Please use reputable internet websites; **do NOT utilize any Wikipedia or comparable citations**. Failure to include citations and references will result in an F. **Late case studies will not be accepted.**

Rubric can be found on last page of this syllabus.

Final Grades

This course is set up on a point scale. You can calculate your grade at any time as all point values are listed on this syllabus. **Your final course grade will be based upon this scale only. There are NO extra credit opportunities. In addition, there are no “retakes” for any assignments or exams.** The scores that you receive on your original submissions will be what is counted toward your final grade. Please understand that I must adhere to this grading policy for all students so exceptions will not be made.

Discussion Board (1)	40	A = 1000-900
Quizzes (16)	160	B = 899-800
Exams (2 Exams)	400	C = 799-700
Business Ethics Project (1)	200	D = 699-600
Written Assignments (4)	<u>200</u>	F = 599 and below
Total	1,000	

Required Instructional Materials:

Wileyplus (Inclusive Access) - Boone, David E. and Kurtz, David L. Contemporary Business, 18th Edition.

Publisher:

Wiley

ISBN Number: 9781119498445

Optional Instructional Materials:

None

Minimum Technology Requirements:

- Daily high-speed internet access
- Microsoft Word
- Internet Browser

Required Computer Literacy Skills:

- Basic computer usage skills
- Working knowledge of Microsoft Word, Excel, and PowerPoint
- Email skills

Course Structure and Overview:

Several elements are essential for your success in this course. You will need to understand these fully prior to starting the course:

This course is presented face to face and will involve a collaborative teaching/learning style utilizing simulation exercises, projects, and additional on-line instructional components as necessary.

1. All courses require extensive engagement (with other students, the instructor, and the course materials) as well as timely completion of assignments/quizzes/exams/discussion boards. Items are due weekly, and sometimes each day of the week (see course schedule for specific due dates). Thus, keeping up with the schedule is essential to your success. Your personal schedule must allow you to keep up with the due dates for the readings and other assignments. **Late work is not allowed in this course, so you must plan your schedule carefully.**
2. You must have continuous access to a working and dependable computer and Internet provider.
3. The following study sequence will maximize your chances for mastering each lesson in this course:
 - a. Read the lesson overview and learning objectives.
 - b. Read assigned material in the textbook or eBook.
 - c. Review the learning objectives.
 - d. Review the PowerPoint and take notes as needed (i.e., connected to lesson objectives.)
 - e. Complete and submit all assignments in Blackboard.
 - f. Be sure to participate in the Discussion Questions as assigned by writing your original responses and posting peer replies. These will add points to your course grade.
 - g. Complete all assignments on time.
 - h. Be sure to contact your instructor when you have questions or need help.

Communications:

- **Email:** Please check your NTCC email EVERYDAY. Email is the official form of communication used here at NTCC. All emailed questions to the instructor will be responded to within 48 hours (Monday-Friday), but usually within a few hours when possible. My email address is kandrews@ntcc.edu
- **Phone:** My office phone number is 903-434-8224, however, if you need immediate assistance you may call my cell phone at 903-951-2180 (please do not call or text before 8:00 AM or after 9:00 PM). I do not respond to long detailed questions via text message.
- **Announcements:** These can be found in Blackboard under the course link on your Blackboard homepage. Please make sure you are reading any announcements thoroughly when they are posted there.

Video Recording of Course Activities

Certain portions of this course may be recorded via video conferencing software to assist students in course material review or later viewing by a student who was not able to attend the live session. The recordings will be made available only to students within the course and will cease to be available upon completion of the course. Students may not retain, reproduce, or share recordings.

Institutional/Course Policy:

All courses require extensive engagement (with other students, the instructor, and the course materials) as well as timely completion of assignments. Many assignments are due weekly. Thus, keeping up with the schedule is essential to your success. Your personal schedule must allow you to keep up with the due dates for the readings and other assignments. Late work is not allowed in this course, so you must plan your schedule carefully. Attendance is required to be successful in this course.

Blackboard will be used for file submission, but you will need to keep a copy of all work in case of error or file corruption.

You should check your NTCC email account daily. This email account will be the official form of communication for this course. Your email address is your first initial + your last name + the last three digits of your SSN. If you do not have a social security number, use the last three digits of your birth year. Your password is your birthday in the form of mmddyyyy (Ex: May 8, 1992 would be 05081992). Once you are logged in to the MyEagle portal, you can access your email by clicking on the Gmail icon. A good suggestion is to set up your email on your phone so that you will not miss important messages about the course.

Late Work Policy:

The word “assignments” refers to all work that is submitted via Blackboard or presented in class. Students are to submit assignments on or before the stated due date/time. **Late work is not accepted.**

Attendance Policy:

As this is a face-to-face course, students are expected to participate regularly and complete all assigned work. Excessive absences (two consecutive weeks of no participation) *may* result in the student being dropped from the class or having their grade average reduced. Attempt will be made to contact you before this happens, but should an emergency arise, you will need to contact your instructor by phone or email should you not be able to meet this requirement. Please see the schedule of classes for the last day to withdraw. Religious Holy Days: please refer to the current Northeast Texas Community College Student Handbook.

Withdrawal Policy/Date:

It is your responsibility to drop a course or withdraw from the college. If you stop attending the course without withdrawing, you will still receive a grade, whether passing or failing.

Alternate Operations During Campus Closure and/or Alternate Course Delivery Requirements:

In the event of an emergency or announced campus closure due to a natural disaster or pandemic, it may be necessary for Northeast Texas Community College to move to altered operations. During this time, Northeast Texas Community College may opt to continue delivery of instruction through methods that include, but are not limited to: online through the Blackboard Learning Management System, online conferencing, email messaging, and/or an alternate schedule. It is the responsibility of the student to monitor NTCC’s website (<http://www.ntcc.edu/>) for instructions about continuing courses remotely, Blackboard for each class for course-specific communication, and NTCC email for important general information.

Additionally, there may be instances where a course may not be able to be continued in the same delivery format as it originates (face-to-face, fully online, live remote, or hybrid). Should this be the case, every effort will be made to continue instruction in an alternative delivery format. Students will be informed of any changes of this nature through email messaging and/or the Blackboard course site.

NTCC Academic Honesty/Ethics Statement:

NTCC upholds the highest standards of academic integrity. The college expects all students to engage in their academic pursuits in an honest manner that is beyond reproach using their intellect and resources designated as allowable by the course instructor. Students are responsible for addressing questions about allowable resources with the course instructor. Academic dishonesty such as cheating, plagiarism, and collusion is unacceptable and may result in disciplinary action. This course will follow the NTCC Academic Honesty and Academic Ethics policies stated in the Student Handbook. Refer to the student handbook for more information on these subjects.

ADA Statement:

It is the policy of NTCC to provide reasonable accommodations for qualified individuals who are students with disabilities. This College will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to afford equal educational opportunity. It is the student’s responsibility to request accommodations. An appointment can be made with the Academic Advisor/Coordinator of Special Populations located in

Student Services and can be reached at 903-434-8264. For more information and to obtain a copy of the Request for Accommodations, please refer to the special populations page on the NTCC website.

Family Educational Rights and Privacy Act (FERPA):

The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's educational records. These rights transfer to the student when he or she attends a school beyond the high school level. Students to whom the rights have transferred are considered "eligible students." In essence, a parent has no legal right to obtain information concerning the child's college records without the written consent of the student. In compliance with FERPA, information classified as "directory information" may be released to the general public without the written consent of the student unless the student makes a request in writing. Directory information is defined as: the student's name, permanent address and/or local address, telephone listing, dates of attendance, most recent previous education institution attended, other information including major, field of study, degrees, awards received, and participation in officially recognized activities/sports.

Tentative Course Timeline:

See next page

(*note* instructor reserves the right to make adjustments to this timeline at any point in the term):

Introduction to Business Spring 2024 - Course Schedule		
Section/Item	Assignments	Due Date
Week 1	Syllabus Acknowledgement Quiz	Syllabus Acknowledgement Quiz is due Sunday, Jan. 21 before 11:59 PM
Week 2	Discussion 1 Chapters 1 and 2	Discussion Response (Student Introduction) and Chapters 1 and 2 Quizzes due Sunday, Jan. 28 before 11:59 PM
Week 3	Chapters 3 and 4 Written Assignment	Chapters 3 and 4 Quizzes and Chapter 4 Written Assignment due Sunday, Feb. 4 before 11:59 PM
Week 4	Chapters 5 and 6 and Written Assignment for Chapter 5	Chapters 5 and 6 Quizzes and Chapter 5 Written Assignment are due Sunday, Feb. 11 before 11:59 PM
Week 5	Chapters 7 and 8 and Written Assignment for Chapter 7	Chapters 7 and 8 Quizzes and Chapter 7 Written Assignment are due Sunday, Feb. 18 before 11:59 PM
Week 6 Exam 1	EXAM 1	Exam 1 will be administered in the NTCC Testing Center. Must be completed before Friday, Feb. 23 before Noon
Week 7	Chapter 9	Chapter 9 Quiz due Sunday, March 3 before 11:59 PM
Week 8	Chapters 11 and 12	Chapters 11 and 12 Quizzes due Sunday, March 10 before 11:59 PM
Week 9	Chapter 13	Chapter 13 quiz Sunday, March 24 before 11:59 PM. Start research on your Ethics Review Project!!
Week 10	Chapter 15 and Written Assignment	Chapter 15 Quiz and Chapter 15 Written Assignment are due Sunday, March 31 before 11:59PM
Week 11	Chapter 16 and Written Assignment	Chapter 16 and Chapter 16 Written Assignment are due on Sunday, April 7 before 11:59 PM
Week 12	Chapter 17	Chapter 17 Quiz due on Sunday, April 14 before 11:59 PM
Week 13	Chapter 18	Chapter 18 Quiz due on Sunday, April 21 before 11:59 PM
Week 14	Business Ethics Project	Continue working on Ethics Review Project
Week 15 Exam 2	EXAM 2	Exam 2 will be administered in the NTCC Testing Center. Exam must be completed before Friday, May 3 before Noon
Week 16 ETHICS REVIEW PROJECT	PROJECT	Ethics Review Project is due Wednesday, May 8 before 11:59 PM

Ethics Case Study Grading Rubric

Objective/Criteria	Performance Indicators				
	Un-acceptable	Minimally Responsive	Satisfactory	Very Good	Excellent
Overview of the company and your view of the ethical position of the company.	0 Points Provides an unclear and unintelligible overview of the company OR No overview at all.	10 Points Provides somewhat muddled, unclear, and rambling overview of the company and their ethical position	20 Points Provides a clear but shallow overview; may be excessively brief or may include extraneous information	35 Points Provides a clear and concise overview of the company and the company's ethical position.	50 Points Provides a very thorough, clear, and concise overview of the company and the company's ethical position.
Identifies the company's ethical practices and if the company is in compliance.	0 Points Does not identify the ethical practices of the company.	10 Points Provides somewhat muddled, unclear identification of the ethical practices of the company.	20 Points Provides a clear but shallow identification of the ethical practices of the company.	35 Points Clearly and concisely identifies the ethical practices of the company.	50 Points Thorough, clear, and concise identification of the ethical practices of the company using specific examples and references.
Identifies and describes your personal reaction to the ethical conduct of the company/Conclusion	0 Points Provides an unclear, unintelligible and illogical description of personal reaction OR No description of personal reaction at all.	10 Points Attempts to describe your personal reaction to the ethical conduct of the company, but lacks a logical flow and reaction is muddled; no discussion of any relevant issues.	20 Points Describes your personal reaction to the ethical conduct of the company; includes no discussion of the relevant issues.	35 Points Describes your personal reaction to the article; includes a simplistic discussion of the relevant issues	50 Points Thoroughly describes your personal reaction; includes discussion of the relevant issues.
Grammar, mechanics, formatting, APA style for references and citations	0 Points Does not contain information regarding article title, name, article source or date. Countless errors in grammar, spelling, and punctuation. No citations/references noted.	10 Points Contains incorrect information regarding article title, name, source and date. Contains numerous errors in grammar, spelling, and punctuation. Consistently fails to use APA formatting for citations/references.	20 Points Contains mostly correct information regarding article title, name, source and date. Contains frequent errors in grammar, spelling, and punctuation. Inconsistent use of APA formatting for citations/references.	35 Points Contains all correct information regarding article title, name, source and date. Contains accurate and proper grammar, spelling, and punctuation. Consistently uses proper APA formatting for citations/references.	50 Points Contains all correct information regarding article title, name, source and date. Consistently contains accurate and proper grammar, spelling, and punctuation. Clearly and consistently uses proper APA formatting for citation/references.

