

Angelina College
Business Division
BUSI-1301.002 Business Principles
Instructional Syllabus

I. BASIC COURSE INFORMATION

A. Course Description: *(as stated in the bulletin, including necessary pre-requisite courses, credit hours)*

Business 1301. Business Principles. Three hours credit. 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.

B. Intended Audience:

This Business Principles course is designed to serve as an introduction and overview of the field of Business and is required for most Business majors. Topics to be covered include business careers, economic systems, forms of ownership, social responsibility, marketing, management, production, computers, personnel, accounting, finance, insurance, law and international business productivity and quality. This course can be of particular benefit and importance to you for one or all of the following reasons: (1) improve your awareness of business practices and (2) help you in selecting a specific business career or educational field and (3) to better prepare you for subsequent business courses. Instruction includes the practical application of theory to real-life scenarios encountered in today's business environment.

C. Instructor: Mr. A. Lamar Casparis

Contact: lcasparis@angelina.edu

(Include the course information in the Subject Line of the email.)

II. INTENDED STUDENT OUTCOMES:

A. Core Objectives Required for this Course

- 1. Critical Thinking Skills** - to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information
- 2. Personal Responsibility** - to include the ability to connect choices, actions and consequences to ethical decision-making
- 3. Social Responsibility** - to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

B. Course Learning Outcomes for all sections –

1. Explain the theory and elements that comprise the contemporary business environment.
2. Define and explain the various aspects of the management process.
3. Understand and explain the issues surrounding human resources and employee motivation.
4. Define and explain the principles of marketing.
5. Explain how businesses manage and measure information.
6. Describe and explain key concepts and activities in the U.S. financial system

III. ASSESSMENT MEASURES OF STUDENT LEARNING OUTCOMES:

A. Assessments for the Core Intellectual Competencies –

1. **Critical Thinking** – Students will view a brief film clip, analyze the film from a marketing perspective, and identify on the form provided, where the four basic principles of marketing were illustrated in the film clip. The student's performance of this specific learning activity will be assessed through utilization of imbedded test questions.
2. **Personal Responsibility** – Students will be asked to analyze a case to determine the ethical issues that are involved and make a recommendation for action. The student's performance of this specific learning activity will be assessed through utilization of imbedded test questions.
3. **Social Responsibility** - Students will analyze a case study involving intercultural issues in the marketplace, and the student's performance of this specific learning activity will be assessed through the utilization of imbedded test questions.

B. Assessments for Course Objectives for all sections –

After reading the assigned material, listening to class discussions, responding to written and oral questions, and observing visual aids related to the various course topics, the student will be able to accomplish the course objectives listed above with at least 70% accuracy as evidenced by exams, quizzes, film analysis, and case study evaluations.

IV. INSTRUCTIONAL PROCEDURES:

The course is taught using a combination of lectures and class discussions that complement and supplement textual material. Audio-visual materials, marker board illustrations, and supervised in-class activities will be employed to enhance lecture presentations.

V. COURSE REQUIREMENTS AND POLICIES:

A. Required Textbooks, Materials, and Equipment –

1. **Textbook** – BUSN11th Edition, Kelly and McGowen (ISBN 978-1-337-40712-0)
2. Notebook/paper, pen, and pencil

B. Course Policies – (This course conforms to the policies of Angelina College as stated in the Angelina College Handbook.)

Educational Accommodations – If you have a disability (as cited in Section 504 of the Rehabilitation Act of 1973 or Title II of the Americans with Disabilities Act of 1990) that may affect your participation in this class, you may fill out the Educational Accommodations application within your AC Portal, under the “Student Services” tab. A Student Success team member will contact you once the application is received. At a post-secondary institution, you must self-identify as a person with a disability in order to receive services; for questions regarding the application process you can visit the Office of Student Success and Inclusion in the Student Center (205A); text 936.463.8078; or email access@angelina.edu. To report any complaints of discrimination related to a disability, you should contact Mr. Steve Hudman, Dean of Student Affairs, in Room 104 of the Administration Building. You may also contact Dean Hudman by calling (936) 633-5292 or by emailing shudman@angelina.edu.

Discrimination – Angelina College admits students without regard for race, color, creed, sex, national origin, age, religion, or disability. To report any complaints of discrimination related to disability, you should contact Mr. Steve Hudman, Dean of Student Affairs, in Student Center, Room 101, (936)-633-5292 or by email shudman@angelina.edu.

Attendance – Students have the responsibility of attending all classes and a record of attendance will be kept by the instructor. Three or more consecutive absences or four or more cumulative absences have been defined by AC as excessive and the student can be dropped by the instructor for excessive absences. Students are encouraged to attend every class, as to do otherwise may adversely impact the student’s grade. The instructor will not take on the responsibility to drop a student from this class for excessive absences. If a student decides not to complete this course, they must initiate the proper drop form from the registration office or they will receive an F in this course. Excused absences will be decided by the instructor and usually include illness, a death in the family, or an official AC activity. In accordance with the Texas Education Code each student is allowed to be absent from a class for the observance of a religious holy day. The form for notification of instructor of absence is in the Office of Admissions and will need to be completed not later than the 15th calendar day after the first day of the semester. For further information regarding attendance please refer to the Student Handbook.

Veterans - You must comply with your specific attendance requirements in addition to the attendance requirements specified in this syllabus.

There’s really no excuse for tardiness as being tardy is inconsiderate to the instructor as well as to the fellow classmates. Therefore, two (2) unexcused tardies are equivalent to one (1) absence.

Additional Policies Established by the Individual Instructor - Additional Policies Established by the Individual Instructor - The last day to drop this course with a “W” is April 1, 2019. Incompletes (I) are not given unless approved by the instructor. They are subject to approval by the V.P. of Academic Affairs. Failure to appropriately withdraw/drop to complete a course (except as stated above) may result in a final grade of “F”. It is the student’s responsibility to initiate any drop or withdrawal forms. WP and WF grades are no longer given by A.C.

Food, drinks, and tobacco products are not permitted in the classroom.

Students may not bring children to class. Bringing your children to class hinders classroom instruction, and the ability of you and your fellow classmates to learn.

All cell phones must be turned off during class unless required by employer, physician, etc., and documentation of necessity must be provided to instructor. If the student has made previous arrangements with the instructor, they may set the phone to vibrate once, leave room, and may not disturb class by talking on phone.

If you feel that you need a tutor, please contact:

STAC – Student Tutoring & Access Center

(936) 633-4504

E-Mail: tutoring@angelina.edu

Location: Library, 2nd floor

Also, if you as a student have special learning needs which should be accommodated by Angelina College, please contact the Student Services Office.

VI. COURSE OUTLINE: Assignments – Description of the Course Activities, including due dates, schedules, and deadlines.

<u>Dates</u>	<u>Activities</u>
Jan. 15	Syllabus Review, Course Overview, Introductions, and Assign Chapter 1
17	Chapter 1 - Business Now: Change Is the Only Constant
22	Chapter 2 – Economics: The Framework for Business
24	Chapter 3 - The World Marketplace: Business without Borders
29	Outsourcing Case Study (SR)
31	TEST I (Chapters 1,2,3)
Feb. 05	Test Review/ Chapter 4 - Business Ethics and Social Responsibility: Doing Well by Doing Good
07	Chapter 4 - Business Ethics and Social Responsibility: Doing Well by Doing Good
12	Ethics Case Study (PR)
14	Chapter 6 - Business Formation: Choosing the Form that Fits
19	Chapter 7 - Small Businesses and Entrepreneurship: Economic Rocket Fuel
21	TEST II (Chapters 4,6,7)
26	Test Review
28	Chapter 9 - Finance: Acquiring and Using Funds to Maximize Value
Mar 05	Chapter 10 – Securities Markets: Trading Financial Resources
07	Chapter 16 – Managing Information and Technology: Finding New Ways to Learn and Link
19	TEST III (Chapters 9,10,16)
21	Test Review

- 26 Chapter 11 - Marketing: Building Profitable Customer Connections
- 28 Chapter 11 & Chapter 12 - Product and Promotion: Creating and Communicating Value
- Apr.** 02 Chapter 13-Distribution and Pricing: Right Product, Right Person, Right Place, Right Price
- 04 Chapter 13 Distribution and Pricing: Right Product, Right Person, Right Place, Right Price
- 09 Marketing Film Assessment (CT)**
- 11 TEST IV (Chapters 11-13)**
- 16 Test Review/ Chapter 14 – Management, Motivation, and Leadership: Bringing Business to Life
- 18 Chapter 14 – Management, Motivation, and Leadership: Bringing Business to Life
- 23 Chapter 15 – Human Resource Management; Building a Top-Quality Workforce
- 25 Chapter 15 & Chapter-17 Operations Management: Putting It All Together
- 30 Chapter 17 - Operations Management: Putting It All Together
- May** 02 **Review**
- 07 TEST V (Chapters 14,15,17)**

THIS COURSE OUTLINE IS SUBJECT TO MODIFICATION AT THE DISCRETION OF THE INSTRUCTOR.

VII. EVALUATION AND GRADING:

A. Grading Criteria (*percents, extra credit, etc.*)

Exams (5)	500 possible points
Marketing Film Analysis	50 possible points
Case Study - Ethics	50 possible points
Case Study - Outsourcing	<u>50</u> possible points
Total Possible Points	650 possible points

Make-up exam - If you miss an exam (and it is not recommended that you do this), and the reason for missing the exam is determined by the instructor to be an excusable reason, then the make-up must be taken at a special time and day (within one-week of the missed exam) as determined by the instructor. Only one

test can be made-up. A zero (0) will be recorded if an exam is not made-up. There is no "make-up" for the final exam.

B. Determination of Grade (assignment of letter grades)

A = 581 - 650 points

B = 516 - 580 points

C = 451 - 515 points

D = 387 - 450 points

F = 386 points and below

VIII. SYLLABUS MODIFICATION:

The instructor may modify the provisions of the syllabus to meet individual class needs by informing the class in advance as to the changes being made.