PRINCIPLES OF BUSINESS
Online

INSTRUCTOR INFORMATION:  Instructor: Ronald Schmidt  Office Hours:
Mon & Wed 1:30-2:30
Tues & Thurs 1:30-3:00

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Email: rschmidt@dcccd.edu

INSTRUCTIONAL ASSOCIATE:  IA:  Lab Hours:

Telephone:  Office:

If you need an appointment to discuss the course, please contact me at ________________.

NOTE:  The instructor reserves the right to modify the course requirements, assignments, grading procedures, and other related policies as circumstances so indicate.

TEXTBOOK:


CATALOG 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 OVERVIEW:

The objectives of this course will be accomplished through: classroom lecture, class discussions, small group interaction, textbook reading assignments, case problems, and class exercises.
STUDENT LEARNING OUTCOMES:

Upon successful completion of this course, students will:

- 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.
**MANDATORY COMPLETION SCHEDULE**

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<tr>
<th>Week</th>
<th>Lesson/Topic</th>
<th>Chapter/Pages</th>
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<tr>
<td>1</td>
<td>Orientation</td>
<td>Ch 1 pp. 2-12</td>
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<td></td>
<td>L-1 Introducing Business</td>
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<td>L-2 Economic Systems</td>
<td>Ch 1 pp. 12-29</td>
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<td>L-3 Exploring Global Business</td>
<td>Ch 3 pp. 71-95</td>
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<td>L-4 The World of E-Business</td>
<td>Ch 16 pp. 479-489</td>
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<td>L-5 Selecting a Form of Business Ownership</td>
<td>Ch 4 pp. 106-128</td>
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<td>L-6 Exploring Small Business Opportunities</td>
<td>Ch 5 pp. 135-158</td>
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<td><strong>Test #1 Due (L 1-6)</strong></td>
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<td>5</td>
<td>L-7 Managing a Business</td>
<td>Ch 6 pp. 166-185</td>
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<td>L-8 Establishing a Business Organization</td>
<td>Ch 7 pp. 191-208</td>
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<td>L-9 Acquiring Human Resources</td>
<td>Ch 9 pp. 248-271</td>
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<td>L-10 Managing the Work Environment</td>
<td>Ch 10 pp. 277-295</td>
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<td>L-11 Handling Labor Relations</td>
<td>Ch 11 pp. 307-326</td>
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<td>8</td>
<td>L-12 Managing Operations</td>
<td>Ch 8 pp. 215-238</td>
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<td><strong>Test #2 Due (L 7-12)</strong></td>
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<td>9</td>
<td>L-13 Marketing Products</td>
<td>Ch 12 pp. 334-354</td>
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<td>L-14 Defining Products</td>
<td>Ch 13 pp. 361-379</td>
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<td>L-15 Pricing Products</td>
<td>Ch 13 pp. 379-391</td>
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<td>L-16 Promoting Products</td>
<td>Ch 15 pp. 429-452</td>
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**Mini-Project #1 Due**

**Mini-Project #2 Due**
11  L-17 Distributing Products  Ch 14 pp. 399-425  
    L-18 Understanding Money  Ch 18 pp. 532-553  
12  L-19 Managing Short-Term Financing  Ch 18 pp. 553-559  
    L-20 Managing Long-Term Financing  Ch 19 pp. 567-580  
    Ch 19 pp. 570-571  
       575-576  
       581-590  
       Ch 20 pp. 605-608  

**Test #3 Due (L 13-20)**  

13  L-21 Accounting for Management  Ch 17 pp. 497-522  
    L-22 Managing Business Information  Ch 16 pp. 462-479  
14  L-23 Accommodating Business Law  Appendix C pp. C 1 – C 10  
15  L-25 Government Involvement  Appendix C pp. C 10 – C 17  
    L-26 Social Responsibility and Ethics  Ch 2 pp. 37-66  

**Mini-Project #3 Due**  

16  **Test #4 Due (L 21-26)**  

**No Mini-Project #4 Due**  

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**GRADING SCALE:**  

A = 675 to 750 points  
B = 600 to 674 points  
C = 525 to 599 points  
D = 450 to 524 points  
F = Less than 450 points  

**GRADING CRITERIA:**  

1. Required points may be earned in this course through examinations and case problems/mini-projects.  

   A. Examinations - (4) each worth 150 points over the designated learning objectives for the included units. Exams will be a combination of true-false/multiple choice and essay questions.  

   B. Mini-Projects - (3) each worth 50 points. The mini-projects are from a list provided in this syllabus on page 9. You must do three (3) mini-projects, one (1) for each of the first three tests.
2. Optional points may be earned in this course through extra credit in class unannounced quizzes, class projects, and class exercises. The combination of options is worth a total of 75 points during the semester. The points count for you, not against you.

OPERATING POLICIES:

1. Attendance Policy - You determine how much time you need to spend in order to complete your course work. NOTE: CLASS ATTENDANCE AND COURSE PROGRESS IS THE RESPONSIBILITY OF THE STUDENT. REGULAR AND PUNCTUAL CLASS ATTENDANCE IS EXPECTED OF ALL STUDENTS AND DIRECTLY CORRELATES TO STUDENT SUCCESS.

Financial Aid Statement: Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

2. Examination Policy - Examinations will be given in the Test Center, S080. Examinations should be taken when designated on the course schedule. Study and be prepared. Test Center hours are M-R, 8:00 AM-7:00 PM, F-S, 8:00 AM-3:30 PM. The last test is issued one hour before closing. Prior to testing, you will need to obtain a Test Permission Slip from your instructor.

3. Late Work - Mini-projects are due prior to taking the unit tests. No work will be accepted if received after the conclusion of the appropriate test.

4. Completing Required Work - All required mini-projects and examinations must be completed. No optional points will be counted if any required mini-project or exam has not been completed for a grade.

5. Academic Honesty Policy - Scholastic dishonesty is a violation of the Student Code of Conduct: https://www1.dcccd.edu/catalog/ss/code.cfm. All course work in this class is undertaken with the understanding that academic honesty is the only acceptable behavior. Further, it is understood that the instructor sets the standards of academic honesty in the class, determines when these standards have been violated, and determines the consequences of that behavior by the student. The following instances of academic dishonesty will not be tolerated and if committed, will result in a grade of “F” in the course.

   a. cheating - intentionally using or attempting to use unauthorized materials, information or student aids in any academic exercise. Specifically:

   1. Copying from another student’s test paper or case problem.
   2. Using test materials not authorized by the person administering the test.
   3. Collaborating with or seeking aid from another student during a test without permission from the test administrator
   4. Knowingly using, buying, selling, stealing, or soliciting, in whole or in part, the contents of an unadministered test
   5. The unauthorized transporting or removal, in whole or in part, of the contents of the unadministered test
6. Substituting for another student, or permitting another student to substitute for one’s self, to take a test
7. Bribing another person to obtain an unadministered test or information about an unadministered test
b. collusion - unauthorized collaboration with another person in preparing work offered for credit i.e., providing exam information to other students, working collectively on assignments intended as individual tasks
c. fabrication - intentional and unauthorized falsification or invention of any information in an academic exercise
d. plagiarism - intentionally representing the words or ideas of another as one’s own in any academic exercise.

6. Drop Policy - If you do not wish to complete this course, you are responsible for withdraw from it by the required date. Withdrawing from this course is a formal procedure which you must initiate. The instructor or instructional associate cannot do it for you. You must do this in admissions or counseling. If you stop attending and do not withdraw, you will receive your performance grade, usually an "F". Students sometimes drop courses when help is available that would enable them to continue. If you feel the need to withdraw, please discuss your plans with the instructor or instructional associate.

STOP BEFORE YOU DROP

For students who enrolled in college level courses for the first time in the fall of 2007, Texas Education Code 51.907 limits the number of courses a student may drop. You may drop no more than 6 courses during your entire undergraduate career unless the drop qualifies as an exception. Your campus counseling/advising center will give you more information on the allowable exceptions. Remember that once you have accumulated 6 non-exempt drops, you cannot drop any other courses with a “W”. Therefore, please exercise caution when dropping courses in any Texas public institution of higher learning, including all seven of the Dallas County Community Colleges. For more information, you may access: https://www1.dcccd.edu/6drop

7. Cover Sheet - Each mini-project or other assigned work must have a properly filled out cover sheet. Cover sheets are available in the M & M Center. The cover sheet is to be stapled to the project prior to turning it in for grading.

8. Test Essay Answer Sheet - The Test Center has specific forms to be used when answering essay questions. Each student will be given three (3) pages when picking up a test. Properly fill out pages per instructions. Do not write on the back. If three pages are not enough, ask an attendant for more.
9. The following lists when there will be no classes, the Lab is closed and the Test Center is closed:
   March 13-19, 2017 - Spring Break - Campus closed
   April 14-16, 2017 - Holiday - Campus closed

10. Notification of Absence Due to Religious Holy Day(s) - Students desiring to observe a
    religious holy day which will result in a class absence must notify their instructor in writing
    for each class no later than the 15th calendar day after the first class day of the semester in
    which the absence will occur. The student is required to complete any assignments or take any
    examinations, within a reasonable time, which may have been missed as a result of the
    absence.

11. Students With Disabilities - If you are a student with a disability and/or special needs, or if
    you think you may have a disability, please contact the college Disability Services Office
    (DSO). Please note that all communication with DSO is confidential. If you are eligible for
    accommodations, please provide or request that the DSO send your accommodation letter to
    me as soon as possible (students are encouraged to contact DSO at the beginning of the
    semester). For more information regarding the College Disability Services Office, please visit
    the Student Services website: dcccd.edu/DSOffices or contact the DCCCD Office of
    Institutional Equity at 214-378-1633.

12. FERPA - The Family Educational Rights and Privacy Act (FERPA) affords students certain
    rights with respect to their education records. More information is available at:
    https://www1.dcccd.edu/catalog/about/privacy.cfm

13. A Note on Harassment, Discrimination and Sexual Misconduct - We are committed to assure
    all community members learn and work in a welcoming and inclusive environment. Title
    VII, Title IX and DCCCD policy prohibit harassment, discrimination and sexual misconduct.
    If you encounter harassment, sexual misconduct (sexual harassment, sexual assault, stalking,
    relationship violence, stalking), retaliation or discrimination based on race, color, religion,
    age, national origin, disability, sex, sexual orientation, gender identity, and/or gender
    expression, please contact your College Title IX Coordinator or the Office of Institutional
    Equity. We treat this information with the greatest degree of confidentiality possible while
    also ensuring student welfare and college safety.

    We are concerned about the well-being and development of our students, and are available to
    discuss any concerns. There are both confidential and non-confidential resources and
    reporting options available to you. If students wish to keep the information confidential,
    please contact the college Counseling or Student Health Services. As required by DCCCD
    policy, incidents of discrimination and/or sexual misconduct shared with faculty will be
    reported to the College Title IX Coordinator or District Title IX Coordinator. The Title IX
Coordinator will contact the student and determine if further investigation is needed. For more information about policies, resources or reporting options, please contact your college Title IX Coordinator or visit www.dcccd.edu/titleIX. Brookhaven - Terri Edrich, TitleIX-BHC@dcccd.edu

Management and Marketing Center Location and Hours
Room: M 206
Hours: M - R 9:00 AM - 3:00 PM, 5:00 PM - 9:00 PM
F 9:00 AM - 12:00 Noon
REQUIRED MINI-PROJECTS

The mini-projects are listed in three groups to correspond with the first three test units. You must complete both cases in each group. There are a total of three (3) required projects.

Group I - Test 1 - Lessons 1-6 - Required - Text - Due by designated due date
   A. Caterpillar Helps the World Build, pp. 33-34
   B. Global Profits Are a Menu Mainstay at McDonald’s, pp. 98-99

Group II - Test 2 - Lessons 7-12 Required - Text - Due by designated due date
   A. Domino’s Pizza Franchisee Finds Sharing Success Promotes Success, pp. 273-274
   B. Why Do So Many People Want to Work at Google?, pp. 304-305

Group III - Test 3 - Lessons 13-20 - Required - Text - Due by designated due date
   A. PepsiCo Tailors Taste to Tantalize Tastebuds of Target Markets, pp. 357-358
   B. Apple iPhone Pricing Dials Up Customer Demand, pp. 395-396

Group IV - Test 4 - Lessons 21-26 - No cases assigned
Receiving Your Final Semester Grades:

End-of-semester grades will not be mailed to you by the college.

INTERNET ACCESS TO GRADES

Go to the Dallas County Community College District website (http://www.dcccd.edu).

1. Click on eConnect, then select ‘Current Credit Student Menu’.
2. Under the heading ‘My eConnect Account’, select Log In.
3. Enter your seven-digit student ID number (not your Social Security number.)
4. Enter your password or, if this is your first time to use the system, enter your date of birth.
5. Under the heading ‘My Personal Information’, select Check My Grades.
6. Select the term and grade type that you wish to review, then click on ‘Submit’.