<table>
<thead>
<tr>
<th>Course Information</th>
<th>Instructor Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>College: Cedar Valley College</td>
<td>Instructor: Dr. Maria Dowding</td>
</tr>
<tr>
<td>Course Title: Business Principles</td>
<td></td>
</tr>
<tr>
<td>Semester/Year: Spring 2017</td>
<td>E-Mail Address: <a href="mailto:mdowding@dccc.edu">mdowding@dccc.edu</a></td>
</tr>
<tr>
<td>Course number: BUSI 1301</td>
<td>Telephone: 469-684-4559</td>
</tr>
<tr>
<td>Section number: 33437</td>
<td>Online Office Hours: by appointment</td>
</tr>
<tr>
<td>Credit Hours: 3</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course Prerequisites</th>
<th>Required materials</th>
</tr>
</thead>
</table>
| None | **Title**: Foundations of Business  
| | **Edition**: 5th Custom Edition for Dallas County  
| | **Community College District**  
| | **Authors**: Pride, Hughes, Kapoor  
| | **Publisher**: Cengage Learning  
| | **Copyright year**: 2017  
| | **ISBN**: 9781305511064  
| | See Getting Started section of class website for more details of how you can obtain these materials. |

**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.

This is a Texas Common Course Number. Coordinating Board Academic Approval Number 52.0101.51 04

**Participation Policy**

Since this is an online class, no on-campus attendance is required. However, students are expected to log in and participate actively via eCampus. [http://ecampus.dcccd.edu](http://ecampus.dcccd.edu)

Try to check emails daily and access the class at least 3 times a week. You must show participation in this class prior to the certification date, **March 25, 2017** by completing the **Orientation Quiz AND the Getting to Know You Discussion postings**.
**Important Dates:**
Start — March 20 (M)  End — May 11 (R)  Census — March 25 (S)  Drop — April 12 (W)

<table>
<thead>
<tr>
<th>Core Competencies</th>
<th>This class is designed to help you develop a selection of the following competencies (see items marked with X):</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Critical Thinking Skills:</strong></td>
<td>To include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.</td>
</tr>
<tr>
<td><strong>Communication Skills:</strong></td>
<td>To include effective development, interpretation and expression of ideas through written, oral and visual communication.</td>
</tr>
<tr>
<td><strong>Empirical and Quantitative Skills:</strong></td>
<td>To include the manipulation and analysis of numerical data or observable facts resulting in informed conclusions.</td>
</tr>
<tr>
<td><strong>Teamwork:</strong></td>
<td>To include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal.</td>
</tr>
<tr>
<td><strong>Personal Responsibility:</strong></td>
<td>To include the ability to connect choices, actions and consequences to ethical decision-making.</td>
</tr>
<tr>
<td><strong>Social Responsibility:</strong></td>
<td>To include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Student Learning Outcomes</th>
<th>Upon successful completion of this course, students will:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Identify major business functions of accounting, finance, information systems, management, and marketing.</td>
</tr>
<tr>
<td>2.</td>
<td>Describe the relationships of social responsibility, ethics, and law in business.</td>
</tr>
<tr>
<td>3.</td>
<td>Explain forms of ownership, including their advantages and disadvantages.</td>
</tr>
<tr>
<td>4.</td>
<td>Identify and explain the domestic and international considerations for today’s business environment: social, economic, legal, ethical, technological, competitive, and international.</td>
</tr>
<tr>
<td>5.</td>
<td>Identify and explain the role and effect of government on business.</td>
</tr>
<tr>
<td>6.</td>
<td>Describe the importance and effects of ethical practice in business and be able to analyze business situations to identify ethical dilemmas and ethical lapses.</td>
</tr>
<tr>
<td>7.</td>
<td>Describe basic financial statements and show how they reflect the activity and financial condition of a business.</td>
</tr>
<tr>
<td>8.</td>
<td>Explain the banking and financial systems, including the securities markets, business financing, and basic concepts of accounting.</td>
</tr>
<tr>
<td>9.</td>
<td>Explain integrity, ethics, and social responsibility as they relate to leadership and management.</td>
</tr>
<tr>
<td>10.</td>
<td>Explain the nature and functions of management.</td>
</tr>
<tr>
<td>11.</td>
<td>Identify strengths, weaknesses, opportunities, and threats of information technology for businesses.</td>
</tr>
</tbody>
</table>
Course Outline

This course is divided into 6 units - each lesson is paired with the week the lesson is due over each of the 8 weeks of class:

UNIT 1: The Environment of Business
Week 1 Lesson 1: Exploring Business and Economics
Week 1 Lesson 2: Ethics and Social Responsibility
Week 2 Lesson 3: Exploring Global Business

UNIT 2: Business Ownership and Entrepreneurship
Week 2 Lesson 4: Forms of Business Ownership
Week 3 Lesson 5: Analyzing Small Business

UNIT 3: Management and Organization
Week 3 Lesson 6: The Management Process
Week 4 Lesson 7: Organizing a Business
Week 4 Lesson 8: Producing Goods and Services

UNIT 4: Human Resources
Week 5 Lesson 9: Building Human Resources
Week 5 Lesson 10: Motivating Employees

UNIT 5: Marketing
Week 6 Lesson 11: Creating Effective Marketing
Week 6 Lesson 12: Creating and Pricing Products
Week 7 Lesson 13: Distributing and Promoting Products

UNIT 6: Managing Information, Accounting and Finance
Week 7 Lesson 14: Social Media and e-Business
Week 8 Lesson 15: Management and Accounting Information
Week 8 Lesson 16: Financial Management

Evaluation Procedures

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Point Accumulation and Distribution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orientation Quiz</td>
<td>1 @ 2 points, 2 points</td>
</tr>
<tr>
<td>Exams</td>
<td>6 @ 100 points, 600 points</td>
</tr>
<tr>
<td>Assignments</td>
<td>6 @ 50 points, 300 points</td>
</tr>
<tr>
<td>Discussion Boards: Introduction and Evaluation</td>
<td>2 @ 10 points, 20 points</td>
</tr>
<tr>
<td>Discussion Boards: Unit Topics</td>
<td>6 @ 25 points, 150 Points</td>
</tr>
<tr>
<td>Total</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total 1072 points 100%</td>
</tr>
</tbody>
</table>

Extra Credit

Lesson Quiz 16 @ 3 points 48 points

Grading Scale

<table>
<thead>
<tr>
<th>Points Earned</th>
<th>Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>965 and above</td>
<td>A</td>
</tr>
<tr>
<td>858 - 964</td>
<td>B</td>
</tr>
<tr>
<td>750 - 857</td>
<td>C</td>
</tr>
</tbody>
</table>
Grading Scale

<table>
<thead>
<tr>
<th>Exams</th>
<th>Unit Assignments</th>
<th>Discussion</th>
</tr>
</thead>
<tbody>
<tr>
<td>90 - 100 = A</td>
<td>45 - 50 = A</td>
<td>22 - 25 = A</td>
</tr>
<tr>
<td>80 - 89 = B</td>
<td>40 - 44 = B</td>
<td>20 - 21 = B</td>
</tr>
<tr>
<td>70 - 79 = C</td>
<td>35 - 39 = C</td>
<td>17 - 19 = C</td>
</tr>
<tr>
<td>60 - 69 = D</td>
<td>30 - 34 = D</td>
<td>15 - 16 = D</td>
</tr>
<tr>
<td>0 - 59 = F</td>
<td>0 - 29 = F</td>
<td>0 - 14 = F</td>
</tr>
</tbody>
</table>

Orientation Quiz

A 2-point, multiple choice quiz over the course requirements, structure and navigation.

Exams

Six exams, one for each unit, will be given during the semester. Check the course schedule and instructor announcements for dates. Each exam will cover the assigned readings, online lessons, and videos. Each exam will consist of a combination of multiple-choice, true/false, and essay questions. There will be one five-point essay question from each chapter covered in the unit. Review the grading rubric for exam essay questions prior to taking the exams. The extra-credit quizzes in each lesson are good practice for the unit exams. Each exam will be worth 100 points. (600 points possible)

Assignments

You are required to submit a written homework assignment for each of the six units. These may contain text or video case study assignments related to topics covered in the unit. Each assignment contains four questions and each question is worth 12.5 points. Review the grading rubric and sample response for homework assignments to ensure that you are providing adequate responses. Follow assignment submission instructions provided by your instructor. The total point value for each Unit homework assignment is 50 points. (300 points possible)

Discussion Boards

You are required to complete eight discussion boards. The first board is simply an introduction of yourself to the class. The last discussion board is an evaluation of the course. These two boards are worth 10 points each. Boards 2-7 cover topics discussed in each unit. You are to respond to the initial discussion question and then reply to a minimum of two classmates on the board. It is important that you review and follow the grading rubric and sample response for discussion posts and offer substantial posts. The unit discussion boards are worth 25 points each.

Extra Credit

You may earn a maximum of 48 extra points by completing the optional extra-credit quizzes at the end of each lesson.

Incompletes

Please review this information in the catalog at [http://www.dcccd.edu/GPA](http://www.dcccd.edu/GPA)

Code of Student Conduct: Scholastic Dishonesty

Every student should know his or her responsibility as a member of the DCCCD community. As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the

BUSI 1301
Code of Student Conduct. Following are the specific penalties for scholastic dishonesty (see Code of Student Conduct, Definitions, Prohibited Behaviors, #10) within this course:

- First instance, grade of zero for the specific assignment and/or essay exam question/s
- Second instance, grade of zero for entire assignment and/or exam
- Third instance, recommendation to disciplinary committee

**NOTE:** The instructor reserves the right to modify any class requirements and due dates as necessary to manage and conduct this class. The intent of the instructor is to promote the best education possible within prevailing conditions affecting this class. You are responsible for contacting the instructor and seeking clarification of any requirement that is not understood in the syllabus.
<table>
<thead>
<tr>
<th>INSTITUTIONAL POLICIES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Stop Before You Drop</strong></td>
<td>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.</td>
</tr>
<tr>
<td></td>
<td>You may drop no more than six 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.</td>
</tr>
<tr>
<td></td>
<td>Remember that once you have accumulated six 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.</td>
</tr>
<tr>
<td></td>
<td>For more information, you may access: <a href="http://www.dcccd.edu/SixDrop">http://www.dcccd.edu/SixDrop</a></td>
</tr>
<tr>
<td><strong>Withdrawal Policy</strong></td>
<td>If you are unable to complete this course, it is your responsibility to withdraw formally. The withdrawal request must be received in the Registrar’s Office by April 12, 2017. Failure to do so will result in your receiving a performance grade, usually an &quot;F.&quot;</td>
</tr>
<tr>
<td></td>
<td>If you drop a class or withdraw from the college before the official drop/withdrawal deadline, you will receive a &quot;W&quot; (Withdraw) in each class dropped. Students sometimes drop a course when help is available that would enable them to continue. Before you make the decision to drop this course, please contact the instructor by email.</td>
</tr>
<tr>
<td><strong>Financial Aid</strong></td>
<td>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. To speak with someone, please contact the Financial Aid Call Center at <a href="mailto:facc@dcccd.edu">facc@dcccd.edu</a> or at <a href="http://www.dcccd.edu/FA">http://www.dcccd.edu/FA</a></td>
</tr>
<tr>
<td><strong>Financial Aid Certification of Attendance</strong></td>
<td>You must attend and participate in your on-campus or online course(s) in order to receive federal financial aid. Your instructor is required by law to validate your attendance in your on-campus or online course in order for you to receive financial aid. You must participate in an academic related activity pertaining to the course such as but not limited to the following examples: initiating contact with your instructor to ask a question about the academic subject studied in the course; submitting an academic assignment; taking an exam; completing an interactive tutorial; participating in computer-assisted instruction; attending a study group that is assigned by the instructor; or participating in an online discussion about academic matters relating to the course. In an online class, simply logging in is not sufficient by itself to demonstrate academic attendance. You must demonstrate that you are participating in your online class and are engaged in an academically related activity such as in the examples described above.</td>
</tr>
</tbody>
</table>
## INSTITUTIONAL POLICIES

| Academic Honesty | Academic honesty is expected, and integrity is valued in the Dallas County Community Colleges. Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion. Cheating on a test includes, but is not limited to:  
• Copying from another student’s test paper  
• Using test materials not authorized by the person giving the test  
• Collaborating with or seeking help from another student, technological aid, or electronic resource during a test without permission from the test administrator  
• Knowingly using, buying, selling, stealing, or soliciting the contents of an un-administered test  
• The unauthorized transporting or removal of the contents of the un-administered test  
• Substituting for another student or permitting another student to substitute for you, to take a test  
• Bribing another person to obtain an un-administered test or information about an un-administered test.  
Plagiarism is the buying, receiving as a gift, or obtaining another’s work and submitting or including it as your own work without authorization.  
Collusion is the unauthorized collaboration with another person in preparing written work for fulfillment of course requirements.  
As a college student, you are considered a responsible adult. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct. Select the link to view the code. |
| Harassment, Discrimination, and Sexual Misconduct | 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, contact your College Title IX Coordinator or the Office of Institutional Equity. For more information about policies, resources or reporting options, go to the Title IX and Sexual Misconduct website at www.dcccd.edu/titleIX. Note: The website lists contact information for the Title IX Coordinator at each college. |
| Repeating this Course | Effective Fall Semester 2005, the Dallas County Community Colleges will charge additional tuition to students registering the third or subsequent time for a course. This class may not be repeated for the third or subsequent time without paying the additional tuition. Third attempts include courses taken at any of the Dallas County Community Colleges since the Fall 2002 semester. More information is available at: http://www.dcccd.edu/ThirdCourseAttempt. |
| Religious Holidays | Absences for observance of a religious holy day are excused. A student whose absence is excused to observe a religious holy day is allowed to take a make-up examination or complete an assignment within a reasonable time after the absence. |
| Final Course Grades | Final Grade Reports are not mailed. Convenient access is available online at http://www.dcccd.edu/eConnect. Use your identification number when you log onto eConnect. |
| ADA Statement | If you are a student with a disability and/or special needs, contact the college Disability Services Office (DSO). If you are eligible for accommodations, please request that the DSO send your accommodation letter to the instructor as soon as possible. For more information go to: http://www.dcccd.edu/DisabilityServices or contact DCCCD Office of Institutional Equity at (214) 378-1633. |
DCCCD OIE Faculty Syllabi Statement - Spring 2017

The Office of Institutional Equity, in coordination with DCCCD colleges, has the primary responsibility for reviewing, updating and implementing compliance policies and procedures. The Institutional Equity and Compliance Officer and the Office of Institutional Equity will ensure compliance with College District policies, federal and state laws related to sexual assault, Title IX, Title II (Americans with Disabilities Act) and the Military Veterans Full Employment Act to support diversity and inclusion.

**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/DSO Offices or contact DCCCD Office of Institutional Equity at (214) 378-1633.

**College Disability Services Offices**

<table>
<thead>
<tr>
<th>College</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brookhaven</td>
<td>972-860-4673</td>
</tr>
<tr>
<td>Cedar Valley</td>
<td>972-860-8119</td>
</tr>
<tr>
<td>Eastfield</td>
<td>972-860-8348</td>
</tr>
<tr>
<td>El Centro</td>
<td>214-860-2411</td>
</tr>
<tr>
<td>Mountain View</td>
<td>214-860-8677</td>
</tr>
<tr>
<td>North Lake</td>
<td>972-273-3165</td>
</tr>
<tr>
<td>Richland</td>
<td>972-238-6180</td>
</tr>
</tbody>
</table>

**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.

**College Title IX Coordinators**

<table>
<thead>
<tr>
<th>College</th>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brookhaven</td>
<td>Terri Edrich</td>
<td><a href="mailto:TitleIX-BHC@dcccd.edu">TitleIX-BHC@dcccd.edu</a></td>
<td>972-860-4825</td>
</tr>
<tr>
<td>Cedar Valley</td>
<td>Grenna Rollings</td>
<td><a href="mailto:TitleIX-CVC@dcccd.edu">TitleIX-CVC@dcccd.edu</a></td>
<td>972-860-8181</td>
</tr>
<tr>
<td>Eastfield</td>
<td>Rachel Wolf</td>
<td><a href="mailto:TitleIX-EFC@dcccd.edu">TitleIX-EFC@dcccd.edu</a></td>
<td>972-860-7358</td>
</tr>
<tr>
<td>El Centro</td>
<td>Shaniee’ Moore</td>
<td><a href="mailto:TitleIX-ECC@dcccd.edu">TitleIX-ECC@dcccd.edu</a></td>
<td>214-860-2138</td>
</tr>
<tr>
<td>Mountain View</td>
<td>Regina Garner</td>
<td><a href="mailto:TitleIX-MVC@dcccd.edu">TitleIX-MVC@dcccd.edu</a></td>
<td>214-860-8561</td>
</tr>
<tr>
<td>North Lake</td>
<td>Rosemary Meredith(acting)</td>
<td><a href="mailto:TitleIX-NLC@dcccd.edu">TitleIX-NLC@dcccd.edu</a></td>
<td>972-860-3992</td>
</tr>
<tr>
<td>Richland</td>
<td>Bill Dial</td>
<td><a href="mailto:TitleIX-RLC@dcccd.edu">TitleIX-RLC@dcccd.edu</a></td>
<td>972-238-6386</td>
</tr>
<tr>
<td>Dallas Colleges Online</td>
<td>Le’Kendra Higgs</td>
<td><a href="mailto:TitleIX-LEC@dcccd.edu">TitleIX-LEC@dcccd.edu</a></td>
<td>972-669-6672</td>
</tr>
</tbody>
</table>

**District Title IX Coordinator**