BUSINESS PRINCIPLES  
COURSE SYLLABUS  
SPRING 2017

Course Name  
BUSI 1301 – Business Principles

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.

General Information  
Course Prerequisite: READING (Concurrent).  
Course Level: Introductory  
Course Credit Hours: 3

Textbook(s)  

You also have the option to purchase only the Student Access Code for McGraw Hill Connect; you will find this option when you click on your first assignment in Blackboard.

Instructor Information  
Instructor:  
Telephone:  
E-mail:  
Office Hours: By Appointment

Help Desk  
Lab: Lab Assistants  
Room: A441  
Telephone: 214-860-2210  
Hours: Monday – Thursday 8:00 AM – 8:00 PM  
Friday 8:00 AM – 3:00 PM  
Saturday 9:00 AM – 2:00 PM

NOTE: The instructor reserves the right to modify the course requirements, assignments, grading procedures, and other related policies if circumstances so dictate.
STUDENT LEARNING OUTCOMES

Upon successful completion of this course, students will:

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

COURSE EVALUATION

<table>
<thead>
<tr>
<th>Coursework</th>
<th>Point Value</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>PowerPoints (12)</td>
<td>240.0</td>
<td>6%</td>
</tr>
<tr>
<td>Research Paper (2)*</td>
<td>800.0</td>
<td>20%</td>
</tr>
<tr>
<td>Discussion Board</td>
<td>200.0</td>
<td>5%</td>
</tr>
<tr>
<td>Quizzes (12)</td>
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</tr>
<tr>
<td>Exams (4)</td>
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<tr>
<td>Total</td>
<td>3920.0</td>
<td>100%</td>
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* See description of Research Paper Assignment below

GRADING SCALE

<table>
<thead>
<tr>
<th>Points</th>
<th>Grade</th>
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</thead>
<tbody>
<tr>
<td>3920-3489</td>
<td>A</td>
</tr>
<tr>
<td>3488-3097</td>
<td>B</td>
</tr>
<tr>
<td>3096-2705</td>
<td>C</td>
</tr>
<tr>
<td>2704-2313</td>
<td>D</td>
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<tr>
<td>&lt;2313</td>
<td>F</td>
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</tbody>
</table>
Research Paper Assignment

To help you learn and understand business this semester, you will write two papers based on the topics listed below. The material for the papers can come from the textbook and articles found in scholarly journals (ref. library resources). Each paper should be a minimum of 1 ½ pages long, double spaced and properly cited.

Research Topics

| eCommerce      | Motivating Employees |

If you have any doubt about the applicability of your article, please bring it to me first and we'll discuss it. Any articles must be submitted along with the paper!

Article Critique Format

The 400 point Research Paper will consist of at least one and a half page, typewritten, double-spaced, using good grammar and excellent written English. The report must contain the following elements:

- The first paragraph should be a summary of the article(s) in your own words. If you are having a problem and must use the author’s words, be sure to use the proper citation. The first paragraph should be one-third of the paper.

- The second paragraph will analyze the topic and “connect” it to the business as we have studied in class. In this analysis you will first define and then describe the subject as we have discussed it in class; and then you will show how the article(s) relates to the economic idea. You should use your critical thinking skills here! The second paragraph should be one-third of the paper.

- The third and final paragraph should evaluate one strength and one weakness of the article(s). It should also tell the reader whether the article exhibits normative or positive economic reasoning. The final paragraph should be one-third of the paper.

Grading Rubric

- 80 pts. will be given for a well-written summary of the article.
- 160 pts. will be given for a good analysis of the article(s) and how it applies to business as we have studied it in class.
- 80 pts. will be given for the article(s) strength(s).
- 80 pts. will be given for the article(s) weakness(es).
### Course Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Chapter</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Orientation &amp; Exploring the World of Business and Economics</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Being Ethical and Socially Responsible</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>Choosing a Form of Business Ownership</td>
</tr>
<tr>
<td>4</td>
<td>1,2,4</td>
<td><strong>Exam 1</strong></td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Small Business, Entrepreneurship, and Franchises</td>
</tr>
<tr>
<td>6</td>
<td>6</td>
<td>Understanding the Management Process</td>
</tr>
<tr>
<td>7</td>
<td>8</td>
<td>Producing Quality Goods and Services</td>
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<td>8</td>
<td>5,6,8</td>
<td><strong>Exam 2</strong></td>
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<tr>
<td>9</td>
<td>9</td>
<td>Attracting and Retaining the Best Employees</td>
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<tr>
<td>10</td>
<td>12</td>
<td>Building Customer Relationships Through Effective Marketing</td>
</tr>
<tr>
<td>11</td>
<td>13</td>
<td>Creating and Pricing Products That Satisfy Customers</td>
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<tr>
<td>12</td>
<td>9,12,13</td>
<td><strong>Exam 3</strong></td>
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<tr>
<td>13</td>
<td>14</td>
<td>Wholesaling, Retailing, and Physical Distribution</td>
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<td>14</td>
<td>15</td>
<td>Developing Integrated Marketing Communications</td>
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<td>15</td>
<td>17</td>
<td>Using Management and Accounting Information</td>
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<tr>
<td>16</td>
<td>14,15,17</td>
<td><strong>Exam 4</strong></td>
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</tbody>
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POLICIES

I. ATTENDANCE:
All students are expected to attend class, as per schedule, in order to receive college credit for this course. Attendance is very important due to the course content, presentation of materials, student interaction and course assignments. If you cannot attend class you must notify your instructor before class time--otherwise you will have an unexcused absence.

Similar criteria pertains to Online/Distance Learning students. Students are expected to read all required materials and review all materials provided by the instructor. Students are expected to follow the guidelines as set forth in the course syllabus. Attendance is very important due to the course content, presentation of materials, student interaction via discussion boards and/or collaboration sessions and, course assignments.

If you cannot attend class, via the Internet, you must notify your instructor, immediately. The Internet, eCampus, Blackboard are the major components of an Online/Distance Learning course. The instructor monitors Course Statistics to evaluate a student’s attendance in the course and, of course, monitors/grades and reviews the completion of course assignments, quizzes, reports, Blogs, and examinations. Note: It is imperative that you, INET or Hybrid students, review the eCampus/Black Board system DAILY for any new announcements and/or updates.

II. TSI INFORMATION:
The Texas Success Initiative (TSI) is a statewide program designed to ensure that students enrolled in Texas public colleges and universities have the basic academic skills needed to be successful in college-level course work. The TSI requires assessment, remediation (if necessary), and advising of students who attend a public college or university in the State of Texas. The program assesses a student’s basic academic skills in reading, writing, and math. Passing the assessment is a prerequisite for enrollment in many college-level classes such as English 1301/1302, History 1301/1302, Math 1414, etc. Students who do not meet assessment standards may complete prerequisite requirements by taking developmental courses in the deficient area and passing them with a grade of C or higher. In some cases retesting will also be required. It is up to each student to be aware and informed about requirements that are subject to change. http://www.rlc.dcccd.edu/regi/resource/tsi.htm

III. STOP BEFORE YOU DROP PROCEDURE:
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 six (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 six (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/coursedrops

IV. WITHDRAWAL POLICY:
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 the official drop date for this course (See your Course Registration Summary). Failure to do so will result in your receiving a performance grade, usually an “F.” If you drop a class or withdraw from the college before the official drop/withdrawal deadline, you will receive a “W” (Withdraw) in each class dropped. For more information about drop deadlines, refer to the current printed Credit Class Schedule, contact the Admissions Office at 214-860-2311 (A157), or contact the division office. I hope you will discuss your plans with me if you do feel the need to withdraw.
V. REPEATING A COURSE:
Effective for Fall Semester 2005, the Dallas County Community Colleges will charge additional tuition to students registering the third or subsequent time for a course. All third and subsequent attempts of the majority of credit and Continuing Education Workforce Training courses will result in additional tuition to be charged. Developmental Studies and some other courses will not be charged a higher tuition rate. Third attempts include courses taken at any the Dallas County Community Colleges since the Fall 2002 Semester. See Third Attempt to Enroll in a Course at http://www.dcccd.edu/thirdcourseattempt/

VI. 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 13th 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.

VII. FINANCIAL AID:
If you are receiving any form of financial aid, you 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.

VIII. ACADEMIC ETHICS:
Any violation of the Student Code of Conduct (as printed in the El Centro College Catalog and available at http://www1.dcccd.edu/catalog/about/standard.cfm ) will be penalized accordingly. All matters of academic dishonesty (plagiarism, collusion, fabrication, cheating, etc.) will result in a failing grade for the assignment in question. All violations will be forwarded to the proper college authorities for review. The college may, at its discretion, impose additional penalties on the student including academic probation, suspension, or expulsion. ANY form of disruptive behavior will not be tolerated.

IX. ADA STATEMENT:
If you are a student with a disability and/or special needs who requires accommodations, please contact the college Disability Services Office at 214-860-2411 (Voice/TTY), visit A110, or go to http://www.elcentrocollege.edu/Student_Services/Disability/
Accessibility information can be found at http://www.blackboard.com/Teaching-Learning/Learn-Resources/Accessibility.aspx/
(Please refer to the Welcome/Orientation for more ADA information)

X. RELIGIOUS HOLIDAYS:
A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence if, not later than the fifteenth day after the first day of the semester, the student notified the instructor of each class scheduled on the date that the student would be absent for a religious holy day. A “religious holy day” means a holy day observed by a religion whose places of worship are exempt from property taxation under Section 11.20, Tax Code. The notice shall be in writing and shall be delivered by the student personally to the instructor, with receipt acknowledged and dated by the instructor or by certified mail, return receipt requested, addressed to the instructor. A student who is excused under this section may not be penalized for the absence, but the instructor may appropriately respond if the student fails to satisfactorily complete the assignment or examination.

XI. CAMPUS EMERGENCY OPERATION PLAN:
El Centro College and the Dallas County Community College District have developed policies and procedures for dealing with emergencies that may occur on campus.

To familiarize yourself with these procedures, please take time to watch the overview video: http://video.dcccd.edu/rtv/DO/emergency_dcccd.wmv

XII. DISCLAIMER RESERVING RIGHT TO CHANGE SYLLABUS:
The instructor reserves the right to amend this syllabus as necessary.

XIII. FOOD, DRINK, CELL PHONES, ETIQUETTE, ETC.:
Regarding food and drink in the classroom. Instructional staff is responsible for setting policy regarding use of food and drink in each class they teach. In accordance with OM EJ-801.

Food and drink are not allowed in the classroom. Cell phones must be turned-off or silenced (cannot be heard, including vibrations). Proper attire must be worn at all times and, students must be respectful, at all times.

XIV. CHILDREN ON CAMPUS:
El Centro College strives to protect an environment most conducive to teaching and learning for all enrolled students. Minor children may not be brought to classrooms, labs, testing areas or study areas of the college. This practice is disruptive to the learning process. Children who are taking part in organized scheduled activities, or who are enrolled in specific classes, are welcomed. For reasons of security and child welfare, the college will not permit unattended children to be left anywhere on the premises. Students/parents who have problems with childcare should visit the advisement/counseling center or the Adult Resource Center to receive referrals to childcare services in the area.

XV. COMPUTER USE POLICY:
This class will require you to utilize campus computers. Please see the computer use policy for the district under the student code of conduct at https://www1.dcccd.edu/catalog/ss/computer.cfm?loc=econ

XVI. COURSE-RELATED INSTITUTIONAL POLICIES (located on the ECC server)
http://www.elcentrocollege.edu/admissions/schedule/syllabus/Course-Related-Policies.pdf

XVII. INSTITUTIONAL POLICIES (located on the ECC server)

DCCCD OIE Faculty Syllabi Statement- FALL 2016
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 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/DSOOffices or contact DCCCD Office of Institutional Equity at (214) 378-1633.

College Disability Services Offices
Brookhaven 972-860-4673
Cedar Valley 972-860-8119
Eastfield 972-860-8348
El Centro 214-860-2411
Mountain View 214-860-8677
North Lake 972-273-3165
Richland 972-238-6180

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
Brookhaven Terri Edrich TitleIX-BHC@dcccd.edu 972-860-4825
Cedar Valley Grenna Rollings TitleIX-CVC@dcccd.edu 972-860-8181
Eastfield Rachel Wolf TitleIX-EFC@dcccd.edu 972-860-7358
El Centro Shantee’ Moore TitleIX-ECC@dcccd.edu 214-860-2138
Mountain View Regina Garner TitleIX-MVC@dcccd.edu 214-860-8561
North Lake Kent Seaver TitleIX-NLC@dcccd.edu 972-273-3430
Richland Bill Dial TitleIX-RLC@dcccd.edu 972-238-6386
Dallas Colleges Online Le’Kendra Higgs TitleIX-LEC@dcccd.edu 972-669-6672

District Title IX Coordinator
Office of Institutional Equity LaShawn Grant TitleIX-District@dcccd.edu 214-378-1633