



WACO, TEXAS

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**COURSE SYLLABUS  
AND  
INSTRUCTOR PLAN**

**BUSINESS PRINCIPLES  
BUSI 1301.81**

**DR. STACI TAYLOR**

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BUSI.1301.81

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**Course Description:**

This course introduces the student to various interrelated disciplines in the business world. Broad-based topics include business organization, management, marketing, economics, finance, accounting, and international business.

**Prerequisites and/or Corequisites:**

Prerequisite and/or Corequisite information here from MCC Course Catalog

**Course Notes and Instructor Recommendations:**

Computer literacy and basic knowledge of Brightspace is required to be successful in this course. Since Brightspace is new to all of us, there will be a learning curve for you and I both! If you are unfamiliar with how to use Brightspace, I recommend you visit the 'Got questions' widget located on the home page of your Brightspace account.

**Instructor Information:**

Instructor Name: Dr. Staci Taylor

MCC E-mail: [staylor@mclennan.edu](mailto:staylor@mclennan.edu)

Office Phone Number: 254-299-8363

Office Location: LTC 218B

Office/Teacher Conference Hours: Tuesday/Thursday 11:00am – 12:00pm OR by appointment.

Alternate Contact: Annette Bigham

Alternate Phone: 254.299.8690

Alternate Email: [abigham@mclennan.edu](mailto:abigham@mclennan.edu)

**Required Text & Materials:**

Title: BUSN

Author: Kelly, Marce and Williams, Chuck

Edition: 11

Publisher: Cengage Learning

ISBN: 9781337407120

Software Programs: You will need the following software for this class: Above, Mozilla, and Java. The links where you can download all of these are located under the Student Support button.

**MCC Bookstore Website:** <http://www.mclennan.edu/bookstore/>

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**Student Support/Resources:**

MCC provides a variety of services to support student success in the classroom and in your academic pursuits to include counseling, tutors, technology help desk, advising, financial aid, etc. A listing of these and the many other services available to our students is available at <http://www.mclennan.edu/campus-resource-guide/>

College personnel recognize that food, housing, and transportation are essential for student success. If you are having trouble securing these resources, we encourage you to contact a success coach by calling (254) 299-8226. Students can visit the Completion Center Monday-Friday from 8:00 a.m.-5:00 p.m. to meet with a success coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) is open 12:00 p.m.-1:00 p.m., Monday-Friday, without an appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

**Other Resources: lists of resources available to use include:**

- **MCC Library**—Located in the Learning Technology Center (LTC) on the 3<sup>rd</sup> floor.
  - Check the Library website for their hours, but there is usually an employee there to assist students with homework and computer issues.
- **The MCC Web Site**—[www.mclennan.edu](http://www.mclennan.edu)
  - The MCC website contains links to student services, activities, information faculty, class schedules and MCC catalog, etc. These can be found under student link on the main page or by clicking on the MCC seal.
- **MCC's Student Services** offer a range of student support to include tutors and special aides as required by the students. Their phone number is 254-299-8431.
- **MCC's Success Coaches** offer support and counseling to all MCC students. If you or someone you know is in need of their services contact them at 254.299.8226
- **MCC's Network Services** offers 24 hours support of Brightspace. Their number is 299-8077.

**Minimum Technical Skills:**

Students should have basic computer skills, knowledge of word processing software, and a basic understanding of how to use search engines and common web browsers.

**Backup Plan for Technology:**

In the event MCC's technology systems are down, you will be contacted/notified through your MCC student email address. Please note that all assignments and activities will be due on the date specified in the Instructor Plan, unless otherwise noted by the instructor.

**[Click Here for the Minimum System Requirements to Utilize MCC's D2L|Brightspace](http://www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements)**  
([www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements](http://www.mclennan.edu/center-for-teaching-and-learning/teaching-commons/requirements))

Click on the link above for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

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### **Methods of Teaching and Learning:**

- This is an online course and will require a lot of self-discipline from students! You are expected to log into Brightspace each day to check the course, and to check your student email everyday as well. Since we do not have formal meetings, I will act more as a facilitator for learning than a traditional instructor. You will be expected to read the required chapters and complete the required assignments on time. I am here to make sure you understand and are learning the objectives set in this course. Students are expected to be self-disciplined, use time management skills effectively, and to be accountable for their actions in this course.
- We will have weekly written assignments for 5 units, weekly quizzes, 4 unit exams from various chapters (check the schedule to know which chapters are included), and a final that will cover all 5 units; unit 5's exam will be part of the final exam.

### **Course Objectives and/or Competencies:**

After completion of this course the student should be able to:

1. Explain and demonstrate the economic and social importance of business in our economic system.
2. Identify the factors of production and the gain sought by each and how each are inputs to the productive system.
3. Outline and contrast the major features of capitalism, communism, and socialism
4. List and describe each of the functions in the management process
5. Explain and demonstrate the decision-making process
6. Describe the steps in the collective bargaining process
7. Apply the six basic steps in a typical production planning and control system.
8. Evaluate the four parts of the marketing mix and explain the marketing concept.
9. Compile a marketing research project.
10. Analyze the life cycle of a product.
11. Explain and apply break-even analysis.
12. Complete the principal accounting equations.
13. Explain the functions of money.
14. Outline the functions of the Federal Reserve System and its impact on the national economy.
15. Analyze and evaluate the activities of the public securities market.
16. Evaluate and choose between ethical courses of action in business situations.

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**Course Outline or Schedule:**

The following is a schedule which is subject to change. You will be notified about changes with posts to the Brightspace Announcement page and an email to your student MCC email account.

Week of Class	Chapters	Assignment	Due Date
<b>Week 1</b>	Orientation	Orientation Quiz	September 1 <sup>st</sup> at 11:59pm
	Chapter 4 & 5	Read Chapter/PowerPoint, Written Assignment, Quiz	
<b>Week 2</b>	Exam 1	Exam 1 (Chapters 4 & 5)	September 8 <sup>th</sup> at 11:59pm
	Chapter 6	Read Chapter/PowerPoint, Written Assignment, Quiz	
<b>Week 3</b>	Chapter 7	Read Chapter/PowerPoint, Written Assignment, Quiz	September 15 <sup>th</sup> at 11:59pm
	Exam 2	Exam 2 (Chapters 6 & 7)	
<b>Week 4</b>	Chapter 8, 9 & Personal Finance Appendix	Read Chapter/PowerPoint, Written Assignment, Quiz	September 22 <sup>nd</sup> at 11:59pm
<b>Week 5</b>	Exam 3	Exam 3 (Chapters 8, 9 & Personal Finance Appendix)	September 29 <sup>th</sup> at 11:59pm
	Chapter 11	Read Chapter/PowerPoint, Written Assignment, Quiz	
<b>Week 6</b>	Chapter 12	Read Chapter/PowerPoint, Written Assignment, Quiz	October 6 <sup>th</sup> at 11:59pm
	Exam 4	Exam 4 (Chapters 11 & 12)	
<b>Week 7</b>	Chapter 14 & 15	Read Chapter/PowerPoint, Written Assignment, Quiz	<b>October 10<sup>th</sup> at 11:59pm</b>
<b>Week 8</b>	Final Exam	Comprehensive Final Exam	<b>October 14<sup>th</sup> at 11:59pm</b>

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**Course Grading Information:**

The first assignments are under the “Start Here” folder. Unit 1 will not open until you have successfully completed the Orientation Quiz, which is in the Start Here folder.

**Orientation Quiz-5%-Do This ASAP**

You will take an online quiz covering this syllabus, the Course Learning Modules, and the Calendar regarding this class. It is open notes. You are required to make 100 on the quiz and you may take it as many times as necessary to make 100. You must score 100 on the orientation quiz, BEFORE Unit 1 opens for you to start work on. DO NOT WAIT until the deadline to work on this. For additional info, please see the Course Learning Modules under the Syllabus, Calendar, and Documents button in the course.

**Chapter Quizzes-20%**

There are 11 chapter quizzes that you must take. The lowest 1 quizzes will be dropped at the end of the semester. You can take each quiz twice, and the highest score will count automatically. The quizzes will not be accepted past the date/time assigned; if you take a quiz past the due date/time; it will be deleted. The quizzes are timed. See the Course Learning Modules, under the Syllabus, Calendar, and Documents button in the course, for additional info and for directions on taking the quiz.

**Chapter Assignments-35%**

For each chapter, you will complete an assignment over the chapter content. Each Assignment has a several questions that must be answered. Make sure and answer each question completely. Do not answer the questions with a sentence or two. Each question should be answered with a paragraph or two, paragraphs should contain at least 5 sentences. The lowest 1 Chapter Assignments scores will be dropped at the end of the semester.

**Unit Exams-30%**

You will be given four opportunities to “show off your smarts,” to see what you have learned, to see what you need to learn. Please see the Course Learning Modules, under the Syllabus, Calendar, and Documents button in the course, for specific information on your exams.

**Final Exam-10%**

The comprehensive final exam can only be taken twice, BEFORE October 14, at midnight

**Plagiarism**

Plagiarism is defined as “an act or instance of using or closely imitating the language and thoughts of another author without authorization and the representation of that author's work as one's own, as by not crediting the original author.” Plagiarism includes, but is not limited to, copying someone else's work that they created and/or copying and pasting directly from a website or book without proper citation. If you are believed to be or found plagiarizing, you will be given one written warning on the first offense. I reserve the right to regrade any work that has been submitted up to the point of alleged plagiarism, and this regrade will result in a failing grade. You will be allowed to resubmit any work I find on the first instance of plagiarism, but will not receive a grade higher than a 50 on the assignments. If you are found to be plagiarizing a second time, you will automatically be given an ‘F’ in the course, without the option to drop the course for the grade of a ‘W’. For more information on plagiarism, I recommend visiting:

<http://www.plagiarism.org/plagiarism-101/what-is-plagiarism/>

**Late Work, Attendance, and Make Up Work Policies:**

**Communication:**

It is my goal to ensure that you understand and learn the material covered in this course. However, I can only help if you keep me informed of any issue or problems that you have in the course, instructions, or assignments. I have an open door policy, so if you have any problems or need assistance, please feel free to come by my office (LTC 218B) or to contact me via email or phone.

I read my email several times a day; however, if you send me an email at 11pm with a question you need answered before the class tomorrow I might not see it. Since I am not always at my desk or have email access, do not expect instantaneous responses from me via email. There is a General Discussion Board where you can ask questions and make comments and help one another with general questions.

I will communicate with the class via the announcement page and your MCC email. You are responsible for checking the announcement page at least once a day. Brightspace uses your MCC email address. When I email you, I go through Brightspace; therefore, I will email you at your MCC address.

It is very important that you read your MCC email. If you are having problems with what to do, or how to do in class, you may need to come by and see me so I can show you in person. If you have questions/comments that require more than one email to discuss, you will also need to come by and see me. This is a much more efficient way for us to communicate.

When you email the instructor put your name and BUSI 1301 in the subject line. **Please use your MCC student account to send email because other email accounts do not always make it through the spam filter.** You will also need to check your student email for messages from the instructor. I will typically respond to your message within 24 hours of sending (with the exception of weekends and holidays). If for some reason you do not think your email is making it to me, please contact me immediately at 254.299.8363, if I do not answer leave a message with your name, phone number, and issue; I will contact you as soon as possible.

**Attendance Policy:**

Attendance will be based on student participation; you submitting your assignments and quizzes on time. *The census date of the course is 09/03/19, if you have not participated in the course via the quizzes or assignments by this date, have not logged into the course via Brightspace, and/or have not personally contacted the instructor prior to this date, you will be dropped from the course.* In the case of a medical absence, a doctor's excuse is required.

**Just as in face-to-face courses, you are allowed to 25% absences in this course. This means that you can miss 6 total assignments (quizzes or assignments) for this course and I am allowed to drop you from the course.** If there is a personal/medical reason you are missing assignments, please contact me by phone/email/office visit as soon as possible. After two missed assignments you will be referred to a Success Coach in the Completion Center for lack of participation. Upon referral, you will be assigned a Success Coach, and they will contact you to see if they can be of any assistance with you in completing your course and the semester. They are here to help you with non-academic related issues, and will assist you with anything that may be hindering you from being successful in this course.

After the census date you will receive the grade earned. If you choose to stop participating in the course, your final grade will reflect this choice. Students may drop the course on their own for a grade of a W. **It**

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**is the student's responsibility to contact the instructor if he/she wants to drop the course for any reason after September 3rd.** If you want to drop the course, you will need to email the instructor stating that you would like to drop the class, and why you want to drop the class (the why is required for drop processing with MCC). In the email please include your full name and student ID number. *Students may drop the course without instructor assistance, but this will require a trip to the MCC campus.* If you do not contact the instructor to drop you from the course, or you do not personally process the drop request on campus you will **NOT** be dropped from the course, and your final grade will reflect the lack of participation.

You need to be concerned about your scholarship, grants, and graduation all during the semester, NOT after you earned an F or a W. If you have extenuating circumstances, please call 299-8666 or 299-8695 as soon as the problem occurs.

### Late Work/Make Up Work Policy:

Assignment due dates can be found on your schedule and within this syllabus. **All work is due on or before the assigned date and time!** If you miss the assigned due date for assignments and quizzes, there will be a 10 point penalty if it is late. We will be submitting chapter assignments via the testing feature in Brightspace. With this feature Brightspace does allow you to submit assignments after the designated due date/time, but marks it as a late submission for my information. Students will **NOT** be allowed to make up exams unless there is a documented reason (family death/medical reason) as to why the exam was missed. If there is something that you believe may hinder the completion of an assignment or exam on time, it is the student's responsibility to contact the instructor to inform her.

During the long semester, students think they have plenty of time to work on their assignments, and you do. But do not put off your work until right before the deadline. This is not a self-paced class where everything is due at the end of the semester. There are due dates each week, but you can get ahead of schedule if you wish.

### Computer Problems

All chapter assignments are required to be submitted via the test submission feature that is built into each chapter within Brightspace. If you are unfamiliar with how to submit the chapter assignments using this feature, please contact me immediately. Due to the vast amount of computers we have available on campus as well as the availability of computers in several community areas, I do not allow late work due to personal computer issues. It is your responsibility to ensure that work is completed on time and from a reliable source. If technology fails on campus (such as Brightspace going down for ALL users) adjustments will be made.



**Student Behavioral Expectations or Conduct Policy:**

Specific offenses and consequences can be found in the Highlander Guide Student Handbook or on the web at: <http://www.mclennan.edu/students/hguide/HighlanderGuide.pdf><http://www.mclennan.edu/students/hguide/HighlanderGuide.pdf>

\* **[Click Here for the MCC Academic Integrity Statement](http://www.mclennan.edu/academic-integrity)**  
([www.mclennan.edu/academic-integrity](http://www.mclennan.edu/academic-integrity))

The link above will provide you with information about academic integrity, dishonesty, and cheating.

\* **[Click Here for the MCC Attendance/Absences Policy](http://www.mclennan.edu/highlander-guide/policies)**  
([www.mclennan.edu/highlander-guide/policies](http://www.mclennan.edu/highlander-guide/policies))

Click on the link above for the college policies on attendance and absences. Your instructor may have guidelines specific to this course.

**Accommodations/ADA Statement**

Any student who is a qualified individual with a disability may request reasonable accommodations to assist with providing equal access to educational opportunities. Students should contact the Accommodations Coordinator as soon as possible to provide documentation and make necessary arrangements. Once that process is completed, appropriate verification will be provided to the student and instructor. Please note that instructors are not required to provide classroom accommodations to students until appropriate verification has been provided by the Accommodations Coordinator. Instructors should not provide accommodations unless approved by the Accommodations Coordinator. For additional information, please visit [mclennan.edu/disability](http://mclennan.edu/disability).

Students with questions or who require assistance with disabilities involving physical, classroom, or testing accommodations should contact:

[disabilities@mclennan.edu](mailto:disabilities@mclennan.edu)

254-299-8122

Room 319, Student Services Center

\* **[Click Here for more information about Title IX](http://www.mclennan.edu/titleix)**  
([www.mclennan.edu/titleix](http://www.mclennan.edu/titleix))

We care about your safety, and value an environment where students and instructors can successfully teach and learn together. If you or someone you know experiences unwelcomed behavior, we are here to help. Individuals who would like to report an incident of sexual misconduct are encouraged to immediately contact the Title IX Coordinator at [titleix@mclennan.edu](mailto:titleix@mclennan.edu) or by calling Dr. Drew Canham (Vice President for Student Success) at 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC by calling 299-8210. The MCC Student Counseling Center is a confidential resource for students.

McLennan's Title IX webpage (<http://www.mclennan.edu/titleix/>) contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim

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of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence or domestic violence.

*\* You will need to access each link separately through your Web browser (for example: Internet Explorer, Mozilla, Chrome, or Safari) to print each link's information.*