

McLennan
C O M M U N I T Y
C O L L E G E

WACO, TEXAS

COURSE SYLLABUS
AND
INSTRUCTOR PLAN

BUSINESS PRINCIPLES

This syllabus applies to BUSI 1301.04 (TTh 11:10-12:30), and to BUSI 1301.05 (TTh 1:00-2:20)

PROFESSOR STEVE GREATHOUSE

NOTE: This is a 16-week course.

COVID 19 Notice:

McLennan Community College is committed to providing you with every resource you need to reach your academic goals including your safety. We will continue to monitor the evolving situation with COVID 19 and adjust our safety guidelines to make sure we offer a safe environment for you and our faculty. Please make sure to consult your faculty and the MCC website at <https://www.mclennan.edu/crisis-management/coronavirus-updates/index.html> on any changes to these guidelines.

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Course Description:

Fundamental business principles including structure, functions, resources, and operational processes. Additionally, it 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.

Prerequisites and/or Corequisites:

None

Course Notes and Instructor Recommendations:

For business majors, this is a required course, so you don't have much choice! However, this is a very practical course which will help you in your future career, as well as at your current job. This course will give you basic information of several different areas in the world of business and may help you decide on a major or an area in which you would like to work.

Instructor Information:

Instructor: Steve Greathouse

E-mail: sgreathouse@mclennan.edu

Office Phone: (254) 299-8696

Office Location: Business & Technology Building, Room 211

Office Hours: TTH 10:00-11:00 & 12:30-4:30

Required Text & Materials:

Title: Understanding Business: The Core

Author: Nickels

Edition: 2nd

Publisher: McGraw Hill

ISBN: 978-1-264-05959-1 (*A digital version is included with this course and is accessible via the course page in Brightspace. This ISBN is ONLY being provided in case you would like to find and purchase a hardcopy of our text from an online vendor or through the MCC bookstore.)

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

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Methods of Teaching and Learning:

This course is based on reading, lecture, discussion, and independent work.

1. It is imperative that you read each textbook chapter reading assignment BEFORE we begin a chapter in class for several reasons: a) reading assignments make up a significant portion of your grade in the course; b) I will only hit the highlights of each chapter in my lectures - there isn't time to cover all of it in class - college lectures and class exercises are merely designed to emphasize chapter content and provide a practical context for the chapter material, thus you need to read/study to get ALL of the content from each chapter; c) reading and studying the material on your own will allow you to identify what you don't understand so that you can ask questions in class for clarification, plus it helps cement to the knowledge in your mind.
2. In addition to the graded reading assignments mentioned above, students will complete a short homework assignment for each chapter that is designed to help students apply learned knowledge to real world scenarios.
3. During class I will lecture, leading students through SOME of the material from the textbook chapter that is being covered for a particular class day. I will also provide real-world examples, and answer questions from the class. I expect everyone to participate in class and I will ask questions of students at random.
4. From time to time, I will put you into groups to discuss some aspect of the chapter and/or to participate in a related learning exercise.

Course Objectives and/or Competencies:

- Identify business functions of accounting, management, marketing, and economics; and describe the relationships of social responsibility, ethics, and law.
- Describe the scope of global business enterprise.
- Describe the key elements of the business environment.
- Identify the major stakeholders in a business enterprise.
- Describe the advantages and disadvantages of the four major forms of business ownership.
- Discuss how securities markets meet the needs of both businesses and investors
- Explain the significance of accounting for the internal and external stakeholders of a company.
- Describe the way a firm can finance its operations.
- Describe the key elements involved in marketing a company's goods and services.
- Explain the role of operations management in producing and distributing a company's goods and services.
- Describe the basic functions performed by managers.

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Course Schedule: (subject to change)

There is a graded reading assignment, homework, and a quiz, due every week. The reading assignment for a given chapter is due the night before we start it in class; the homework and quiz for the same chapter are due by Sunday night that same week. See Brightspace for specific dates.

Module 1	Week 1	Tue. 8/23	Intro and syllabus review
		Thur. 8/25	Chapter 1 lecture/activities
	Week 2	Tue. 8/30	Chapter 2 lecture/activities
		Thur. 9/1	Chapter 2 lecture/activities
	Week 3	Tue. 9/6	Chapter 3 lecture/activities
		Thur. 9/8	Chapter 3 lecture/activities
	Week 4	Tue. 9/13	Chapter 4 lecture/activities
		Thur. 9/15	Chapter 4 lecture/activities
Take Exam 1 in Brightspace no later than September 18 th			
Module 2	Week 5	Tue. 9/20	Chapter 6 lecture/activities
		Thur. 9/22	Chapter 6 lecture/activities
	Week 6	Tue. 9/27	Chapter 7 lecture/activities
		Thur. 9/29	Chapter 7 lecture/activities
	Week 7	Tue. 10/4	Chapter 8 lecture/activities
		Thur. 10/6	Chapter 8 lecture/activities
	Week 8	Tue. 10/11	Chapter 9 lecture/activities
		Thur. 10/13	Chapter 9 lecture/activities
Take Exam 2 in Brightspace no later than October 16 th			
Module 3	Week 9	Tue. 10/18	Chapter 10 lecture/activities
		Thur. 10/20	Chapter 10 lecture/activities
	Week 10	Tue. 10/25	Chapter 11 lecture/activities
		Thur. 10/27	Chapter 11 lecture/activities
	Week 11	Tue. 11/1	Chapter 13 lecture/activities
		Thur. 11/3	Chapter 13 lecture/activities
Take Exam 3 in Brightspace no later than November 6 th			
Module 4	Week 12	Tue. 11/8	Chapter 14 lecture/activities
		Thur. 11/10	Chapter 14 lecture/activities
	Week 13	Tue. 11/15	Chapter 15 lecture/activities
		Thur. 11/17	Chapter 15 lecture/activities
	Week 14	Tue. 11/22	Chapter 16 lecture/activities
		Thur. 11/24	Thanksgiving Holiday (no class)
	Week 15	Tue. 11/29	Bonus Chapter C lecture/activities
		Thur. 12/1	Bonus Chapter C; Optional Research Paper due
Take Exam 4 in Brightspace no later than December 4 th			
Finals Week		Comprehensive Final (closed-book) in the classroom Final for 11:10am class is Dec. 8 th ; Final for 1:00pm class is Dec. 6 th	

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Course Grading Information:

Reading Assignments (13-14 points each)	200 points
Homework Assignments (6-7 points each)	100 points
Chapter Quizzes (4-11 points each)	100 points
Exams (4 exams worth 100 points each)	400 points
Comprehensive Final Exam	100 points
Professionalism	100 points
OPTIONAL Research Paper (up to 20 extra credit points)	
Total	1000 points

90-100%	A	900 points or more
80-89.9%	B	800-899
70-79.9%	C	700-799
60-69.9%	D	600-699
0-59.9%	F	599 points or less

****Note:** Students can see their grades in Brightspace at any time during the semester. Armed with the information on this page, students have no reason to contact the instructor to ask questions like, “What’s my current grade in the class?”, or “What do I need to get on the Final to get a...?”, (do the arithmetic to figure it out). *****Do NOT email the instructor after the final exam asking if there’s any way you can be bumped up to the next letter grade** - my response will always be, “I don’t give you your grade... you give yourself your grade.”

Reading Assignments: 15 assignments worth 13-14 points each = 200 points

Students must complete a reading assignment for each chapter, every week of the semester. These reading assignments include graded questions that test your comprehension of the topic(s) in a section before the student is allowed to move to the next section. Missed questions impact the number of subsequent questions that are asked, thus the more accurate you are at answering the questions, the quicker you’ll finish! These reading assignments are due no later than 11:59pm the night before we start the related chapter in class (see Brightspace for specific dates). For example, if we are starting chapter 2 on Tuesday, 8/30, then the reading assignment for chapter 2 is due no-later-than 11:59pm on Monday, 8/29. **Reading assignments may be completed early but not late.**

Chapter Homework Assignments: 15 assignments worth 6-7 points each = 100 points

Students must also complete a short homework assignment for each chapter, every week of the semester. These assignments provide the student with the opportunity to learn chapter concepts more fully by applying them to a real-world scenario. There is a homework assignment due each week by Sunday night at 11:59pm (see Brightspace for specific dates). **Homework assignments may be completed early, but not late.**

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Chapter Quizzes: 15 quizzes worth 5-11 points each = 100 points

Students are required to take 15 short chapter quizzes; one every week of the semester. Each quiz has between 5 and 11 questions worth 1 point per question. You will take these quizzes in Brightspace, you can use your book, you can take up to 1 hour for each quiz, and you may attempt each quiz up to two times before the quiz deadline. Keep in mind however, that each time you attempt a quiz for the same chapter, you will get a different set of questions. There is a chapter quiz due every Sunday night by 11:59pm (see Brightspace for specific dates). **Chapter quizzes may be completed early, but not late.**

Regular Exams: 4 Exams worth 100 points each

This class will require each student to take four regular exams. The exams will be taken in Brightspace on your own, will be comprised of multiple choice questions, and will cover all information contained in the textbook chapters since the previous exam, as well as related lectures, assignments, and in-class activities. Exams will be open for several days before the *no-later-than* date shown in the course schedule. **Regular exams may be taken late but will incur a 25% penalty for each day it is completed late... even for a university excused absence.** No exam scores will be dropped.

Optional Research Paper – up to 20 extra credit points

As we near the end of the semester, you have the option of completing a 3-4 page research paper on the topic of your choice from the list of topics found in the Optional Research Paper assignment instructions in Brightspace. Completing this assignment may earn you **up to** 20 extra credit points added to one of your exam scores (“up to” means that it will receive a score between 0 and 20). If you would like to complete this assignment, you have until December 1st to complete it and email it to the instructor.

Comprehensive Final Exam – 100 points

A comprehensive exam will be administered during finals week, but unlike the other exams, **this one is closed-book (no notes or textbook allowed) and will be taken in the classroom during our regular class time** (see the course schedule for the date of your final). The *Final Exam Study Guide* available within the Final Exam link in Brightspace, provides the topic of every single question that will be on this exam. Thus you are encouraged to build a study-guide for yourself as we go through the semester so that you can memorize the material from it and ace the final exam. **Unlike regular exams, the final exam cannot be taken late; that is, if you miss it you will receive a zero.** *Be sure to bring a Scantron 882-E and a #2 pencil to class on the date of the final exam.

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Professionalism – 100 points

Just as you will be expected to show up to work every day in the professional world and act in a professional manner, students will be expected to do the same in this class. Students will start off with 100 points just for being in the class, but will lose 3 points each time they act in an unprofessional manner. Further, professionalism violations may result in being dropped from the course at the discretion of the instructor. In this class, “unprofessional” means:

- Missing class
- Being late or leaving early (you are late at exactly 1 minute after class start-time and may not leave early)
- Your phone being seen by the instructor or used in any way
- Putting away your things before being released by the instructor
- Routinely excusing yourself to use the restroom
- Sleeping or nodding-off
- Using your digital watch in any way
- Engaging in side conversations while someone is addressing the class
- Slouching down in your chair or propping your feet up on chairs or tables
- Being rude or disrespectful to the instructor or to another student

* In the *Attendance* section of Brightspace, you will be able to see whether you were marked “Present” (no professionalism deductions), or “Unprofessional” (3-point deduction), for each class day of the semester.

Late Work

If you fail to complete a reading assignment, homework, or a quiz by the due date, you will receive a zero. If you fail to take a **regular** exam by its due date, you may take it late but you will incur a 25% deduction for each day it is late. For example, if a regular exam is due on a Sunday, but you take it on Monday, the highest score you can possibly get is a 75; if you take it on Tuesday, the highest score you can possibly get is a 50; if you take it on Wednesday, the highest grade you can possibly get is a 25. *Note: You may not complete any work beyond the date of the final exam; i.e., if you miss the final exam you will receive a zero.

Only under the most extreme circumstances will late coursework policies be changed for a student - i.e., the student was in the hospital for the five days preceding the due date, or had a death in the immediate family (both require verifiable documentation). Therefore, sad stories about being sick, oversleeping, forgetting, being stressed-out, work-conflicts, computer died, dog died, out of town for a wedding, argument with roommate, heavy traffic, favorite Netflix show was cancelled, your candidate lost the election, etc., are NOT extreme circumstances... that’s just life.

If you know you are going to miss class when something is due or you know you are going to be busy around the time of a due date, simply turn the work in early – this is the exact same way things work in the professional business world (FYI, if you miss an important deadline in the professional world you will likely get fired). Therefore, start getting in the habit of meeting deadlines regardless of what is going on in your life ... **no excuses**.

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Attendance

As a professional at your company/organization after graduation, you will be expected to attend all workdays and fully participate in your work to the best of your ability. Likewise, you will be expected to come to all classes in this course and fully participate in them - failure to do so will result in losing your 3 professionalism points for the related class day. If you attend class but miss more than 15 minutes of it by arriving late or leaving early, you will be counted absent for the day. You will be able to track your attendance and “unprofessionals” in Brightspace throughout the semester.

Additionally, MCC has a 75% mandatory attendance policy, meaning that a student must attend at least 75% of the classes in a course to get credit for it. Therefore, if a student misses 25% or more of the classes in a course before the student-initiated drop deadline (October 25th), they will be dropped from the course. That is, for this 16-week course, the instructor will drop a student on their 8th absence. If a student is not eligible to be dropped, or a student reaches their 8th absence after October 25th, the student will receive an automatic F in the course regardless of their grades. If a student does not attend any of the classes in the first 13 days of the semester, they will be dropped by the instructor. It is the student’s responsibility to track their attendance in Brightspace - the instructor will NOT provide warnings before dropping a student for absences.

Tardiness

Being on-time is expected in the professional world and is simply part of being a responsible adult. Coming to class late or leaving early is disrespectful and disruptive, and will result in losing your 3 professionalism points for the day. You are considered late if you come in after the **exact class start time**, i.e., arriving at 11:11am for an 11:10am class is late. When a student is tardy or leaves early, they will be marked as “Unprofessional” in the *Attendance* section of Brightspace.

If you miss up to 15 minutes of a class (any combination of being late or leaving early), you will be marked as “Unprofessional” and lose your 3 professionalism points for the day. However, if you miss more than 15 total minutes of class you will be marked absent (which also incurs loss of your 3 professionalism points). **Exception: if you made prior arrangements with the instructor because of an extremely rare situation. The instructor reserves the right to take points off your exams or drop you from the course for repeated tardiness.

Drops and W’s vs F’s

Students that drop the course before 11:59pm on October 25th will receive a “W” as long as they are eligible to drop (you only get a total of six). As stated in the attendance policy, the instructor will drop a student on their 8th absence. If a student reaches their 8th absence but is not eligible to be dropped, the student will receive an automatic F in the course regardless of their grades. **No drop warnings, or F-warnings, will be provided, so keep track of your absences by checking the *Attendance* section in Brightspace.

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Student Behavioral Expectations or Conduct Policy:

Communication with the Instructor

Just like in the business world with your boss, before you call or send your instructor an email, try to find the answer yourself. That is, don't email me a question when the answer you seek is clearly in the syllabus, course schedule, or assignment instructions. If you need clarification on something, I HIGHLY prefer you simply ask me before or after class, that way I can better answer your question plus I get to interact with you personally. However, if you do decide to call or email me, I will try to respond within 24 hours but I do not respond after 8pm on weeknights, or on weekends at all.

Per MCC email policy, students must use their MCC student email for all email communication with their professor. Accordingly, I will not open nor reply to emails from non-MCC email addresses.

Electronics

Research shows that students who hand-write their notes do MUCH better in their courses. Further, research also shows that classes where no phones/laptops are allowed, students perform even better. Therefore, **NO SCREENS OF ANY KIND ARE ALLOWED IN THIS CLASS** (unless you have an official MCC ADA accommodation for taking notes with a laptop). To aid in enforcement of this policy, the only items allowed on your table during class are pen and paper. **If the instructor even sees your phone during class, whether you use it or not, you will lose your 3 professionalism points for the day.** Violations may result in being dropped from the course at the discretion of the instructor.

Respect

Please be respectful of your classmates and your instructor. This is a hallmark of professionalism; behaving as if everyone's comfort and welfare is as important as your own. This means addressing me as Professor Greathouse (just "Professor" is also acceptable), and giving anyone who is speaking to the class your full attention. You can expect to be treated in a civil and professional manner by your instructor, and thus students will be expected to do the same. Violations of any of the above will result in losing your professionalism points for the day and could result in being dropped from the course.

Healthy Debate

Just as you will experience in the professional world after graduation, in this course you might be exposed to thoughts, opinions, and perspectives that are different from your own; this is a good thing because it exposes you to different ways of seeing things! As such, you will be expected to remain calm and professional, to objectively consider any differing thoughts and opinions, and if you wish, you may ask for more information and/or engage in respectful discussion as appropriate. It is indeed possible to disagree with someone AND remain calm, respectful, and professional!

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Cheating

Cheating means copying or in any way using someone else's work. In this course if you are caught cheating once, you will receive a zero on the exam or assignment it relates to. If you are caught cheating twice, you will receive an F in this course (not merely dropped with a W). This policy includes turning in individual or group assignments that are plagiarized or otherwise not your work.

MCC's Academic Integrity statement, including its policies on dishonesty and cheating, can be found at www.mclennan.edu/academic-integrity.

More information on MCC policies and student resources can be found on the next three pages.



ACADEMIC RESOURCES/POLICIES

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. For additional information, please visit www.mclennan.edu/disability.

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

disabilities@mclennan.edu

254-299-8122

Room 319, Student Services Center

Title IX:

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 or by calling Dr. Drew Canham (Chief of Staff for Diversity, Equity & Inclusion/Title IX) at (254) 299-8645. Individuals also may contact the MCC Police Department at 299-8911 or the MCC Student Counseling Center at MCC at (254) 299-8210. The MCC Student Counseling Center is a confidential resource for students. Any student or employee may report sexual harassment anonymously by visiting <http://www.lighthouse-services.com/mclennan/>.

Go to McLennan's Title IX webpage at www.mclennan.edu/titleix/. It contains more information about definitions, reporting, confidentiality, resources, and what to do if you or someone you know is a victim of sexual misconduct, gender-based violence or the crimes of rape, acquaintance rape, sexual assault, sexual harassment, stalking, dating violence, or domestic violence.

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 or want to explore strategies for balancing life and school, we encourage you to contact a Success Coach by calling (254) 299-8226 or emailing SuccessCoach@mclennan.edu. Students may visit the Completion Center Monday-Friday from 8 a.m.-5 p.m. to schedule a meeting with a Success Coach and receive additional resources and support to help reach academic and personal goals. Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff based on household size. Text (254) 870-7573 to schedule a pantry appointment. The Completion Center and pantry are located on the Second Floor of the Student Services Center (SSC).

MCC Foundation Emergency Grant Fund:

Unanticipated expenses, such as car repairs, medical bills, housing, or job loss can affect us all. Should an unexpected expense arise, the MCC Foundation has an emergency grant fund that may be able to assist you. Please go to <https://www.mclennan.edu/foundation/scholarships-and-resources/emergencygrant.html> to find out more about the emergency grant. The application can be found at https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf.

MCC Academic Integrity Statement:

Go to www.mclennan.edu/academic-integrity for information about academic integrity, dishonesty, and cheating.

Minimum System Requirements to Utilize MCC's D2L|Brightspace:

Go to <https://www.mclennan.edu/center-for-teaching-and-learning/Faculty-and-Staff-Commons/requirements.html> for information on the minimum system requirements needed to reliably access your courses in MCC's D2L|Brightspace learning management system.

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 notified via 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.

Email Policy:

McLennan Community College would like to remind you of the policy (<http://www.mclennan.edu/employees/policy-manual/docs/E-XXXI-B.pdf>) regarding college email. All students, faculty, and staff are encouraged to use their McLennan email addresses when conducting college business.

A student's McLennan email address is the preferred email address that college employees should use for official college information or business. Students are expected to read and, if needed, respond in a timely manner to college emails. For more information about your student email account, go to www.mclennan.edu/student-email.

Instructional Uses of Email:

Faculty members can determine classroom use of email or electronic communications. Faculty should expect and encourage students to check the college email on a regular basis. Faculty should inform students in the course syllabus if another communication method is to be used and of any special or unusual expectations for electronic communications.

If a faculty member prefers not to communicate by email with their students, it should be reflected in the course syllabus and information should be provided for the preferred form of communication.

Email on Mobile Devices:

The College recommends that you set up your mobile device to receive McLennan emails. If you need assistance with set-up, you may email Helpdesk@mclennan.edu for help.

You can find help on the McLennan website about connecting your McLennan email account to your mobile device:

- [Email Setup for iPhones and iPads](https://support.microsoft.com/en-us/office/set-up-an-outlook-account-in-the-ios-mail-app-b2de2161-cc1d-49ef-9ef9-81acd1c8e234?ui=en-us&rs=en-us&ad=us) (<https://support.microsoft.com/en-us/office/set-up-an-outlook-account-in-the-ios-mail-app-b2de2161-cc1d-49ef-9ef9-81acd1c8e234?ui=en-us&rs=en-us&ad=us>)
- [Email Setup for Androids](https://support.microsoft.com/en-us/office/set-up-email-in-android-email-app-71147974-7aca-491b-978a-ab15e360434c?ui=en-us&rs=en-us&ad=us) (<https://support.microsoft.com/en-us/office/set-up-email-in-android-email-app-71147974-7aca-491b-978a-ab15e360434c?ui=en-us&rs=en-us&ad=us>)

Forwarding Emails:

You may forward emails that come to your McLennan address to alternate email addresses; however, the College will not be held responsible for emails forwarded to an alternate address that may be lost or placed in junk or spam filters.

For more helpful information about technology at MCC, go to [MCC's Tech Support Cheat Sheet](#) or email helpdesk@mclennan.edu.

Disclaimer:

The resources and policies listed above are merely for informational purposes and are subject to change without notice or obligation. The College reserves the right to change policies and other requirements in compliance with State and Federal laws. The provisions of this document do not constitute a contract.