



WACO, TEXAS

COURSE SYLLABUS

AND

INSTRUCTOR PLAN

BUSINESS PRINCIPLES

BUSI_1301_002

JACOB SAMARRON MBA, MS

NOTE: This is a 16-week course.

NOTE: This is a Face-to-Face course.

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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.

Class Days/Times: Mondays & Wednesdays, 9:35 AM -10:55AM

Location: BT 101

Prerequisites and/or Corequisites:

There are no prerequisites for this course.

Course Notes and Instructor Recommendations:

You are expected to regularly check your McLennan email account and Brightspace for any updates.

Instructor Information:

Instructor Name: Jacob Samarron

MCC Email: jsamarron@mcclennan.edu

Office Phone Number: (254) 299-8740

Office Location: BT 203

Office/Teacher Conference Hours: MW 12:30PM – 2:00PM, TTH 12:30PM – 2:00PM,

Friday- Virtual, Appointment only

Other Instruction Information: Email is the easiest way to reach me.

Correspondence Policy:

Email is the preferred method of communication. Emails, calls, and messages will be returned within 24 hours of receipt except when received over the weekend or during holidays. Emails received during weekends or holidays will be returned the first business day that the College is open. Students are to include the course and section number in the subject of their emails. Failure to include the course and section number in the email's subject line will result in a delay in response.

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Required Text & Materials:

Title: Understanding Business: The Core (e-book)

Author: Nickels, W. G., McHugh, J. M., & McHugh, S. M.

Edition: 3rd

Publisher: McGraw-Hill

*****INSTRUCTOR NOTE:*****

This course is an inclusive access course. This means that the cost of your digital textbook and access to the McGraw-Hill Connect platform has been included in your tuition. You will receive Orientation Video instructions on how to access your textbook and other materials in the Course Orientation & Week 1 content topics as well as your syllabus. Please follow these instructions closely to access your materials. Your course text utilizes McGraw-Hill Connect, which is an interactive tool linked to your Brightspace shell.

ISBN: 9781266131707

PLEASE WATCH THIS VIDEO BEFORE REGISTERING FOR CONNECT!

Student Connect Registration Instructions:

<https://video.mhhe.com/watch/dgiVkJnWz63U77eeq6MhqT>

McGraw-Hill Customer Experience (Technical Support):

Phone: 1-800-331-5094 Live chat/email: <https://mhedu.force.com/CXG/s/ContactUs>

Mon-Thu: 24 Hours, Fri: 12AM-9PM, Sat: 10AM-8PM, Sun: 12PM-12AM (All Times Eastern USA) *

*****INSTRUCTOR NOTE:*****

Should you encounter issues with McGraw-Hill's Connect platform, your first contact should be to McGraw-Hill's Customer Experience division. They are instrumental in resolving any issues that you face

Methods of Teaching and Learning:

Course instruction will consist of power-point slides along with lecture to emphasize the importance parts of each chapter. There will be weekly homework assignments and quizzes which will be located on brightspace as well as periodical exams.

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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 Outline or Schedule:

<i>Session/Date</i>	<i>Topic</i>	<i>Reading</i>	<i>Assignment Due</i>
<i>Week 1: 08-21-22</i>	<i>Introduction to class/ review syllabus Chapter 1 Lecture (Part 1)</i>	<i>Look over syllabus before class and read Chapter: 1.</i>	

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08-23-22	<i>Chapter 1 Lecture (Part 2)</i>		<i>Connect Orientation Video assignments, Chapter 1 activities & quiz due by 08-27- 22</i>
Week2 08-28-22	<i>Chapter 2 Lecture (Part 1)</i>	<i>Read Chapter:2</i>	
08-30-22	<i>Chapter 2 Lecture (Part 2)</i>		<i>Chapter 2 activities and quiz due by 09- 03-22</i>
Week 3 09-04-22	<i>Labor Day</i>	<i>Holiday (No Class)</i>	
09-06-22	<i>Chapter 3 Lecture</i>	<i>Read Chapter:3</i>	<i>Chapter 3 activities and quiz due by 09- 10-22</i>
Week 4 09-11-22	<i>Chapter 4 Lecture (Part 1)</i>	<i>Read Chapter: 4</i>	
09-13-22	<i>Chapter 4 Lecture (Part 2)</i>	<i>Complete Exam 1 (ch. 1-4)</i>	<i>Chapter 4 activities, quiz, and exam. Due by 09-17-22.</i>
Week 5 09-18-22	<i>Chapter 6 Lecture (Part 1)</i>	<i>Read Chapter: 6</i>	
09-20-22	<i>Chapter 6 Lecture (Part 2)</i>		<i>Chapter 6 activities and Quiz. Due by 09- 24-22.</i>
Week 6 09-25-22	<i>Chapter 7 Lecture (Part 1)</i>	<i>Read Chapters:7</i>	
09-27-22	<i>Chapter 7 Lecture (Part 2)</i>		<i>Chapter 7 activities and quiz. Due by 10- 01-22</i>

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Week 7 10-02-22	<i>Chapter 8 Lecture</i> <i>(Part 1)</i>	<i>Read Chapter: 8</i>	
10-04-22	<i>Chapter 8 Lecture</i> <i>(Part 2)</i>		<i>Chapter 8 activities and quiz. Due by 10-08-22</i>
Week 8 10-09-22	<i>Chapter 9 Lecture</i> <i>(Part 1)</i>	<i>Read Chapter: 9</i>	
10-11-22	<i>Chapter 9 Lecture</i> <i>(Part 2)</i>	<i>Complete Exam 2</i> <i>Ch. 6-9</i>	<i>Chapter 9 activities, quiz, and exam. Due by 10-15-22</i>
Week 9 10-16-22	<i>Chapter 10 Lecture</i> <i>(Part 1)</i>	<i>Read Chapter: 10</i>	
10-18-22	<i>Chapter 10 Lecture</i> <i>(Part 2)</i>		<i>Chapter 10 activities and quiz. Due by 10-22-22</i>
Week 10 10-23-22	<i>Chapter 11 Lecture</i> <i>(Part 1)</i>	<i>Read Chapter: 11</i>	
10-25-22	<i>Chapter 11 Lecture</i> <i>(Part 2)</i>	<i>Complete Exam #3</i> <i>(Ch. 10-11)</i>	<i>Chapter 11 activities and quiz. Due by 10-29-22</i>
Week 11 10-30-22	<i>Chapter 13 Lecture</i> <i>(Part 1)</i>	<i>Read Chapter: 13</i>	
11-01-22	<i>Chapter 13 Lecture</i> <i>(Part 1)</i>		<i>Chapter 13 activities and quiz. Due by 11-05-22</i>
Week 12 11-05-22	<i>Chapter 14 Lecture</i> <i>(Part 1)</i>	<i>Read Chapter: 14</i>	

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11-08-22	<i>Chapter 14 Lecture (Part 2)</i>		<i>Chapter 14 activities and quiz. Due by 11- 12-22</i>
Week 13 11-13-22	<i>Chapter 15 Lecture</i>	<i>Read Chapter: 15</i>	
11-15-22	<i>Thanksgiving Holiday</i>		<i>Chapter 15 activities and quiz. Due by 11- 19-22</i>
Week 14 11-20-22	<i>Chapter 16 Lecture (Part 1)</i>	<i>Read Chapter: 16</i>	
11-22-22	<i>Chapter 16 Lecture (Part 2)</i>		<i>Chapter 16 activities and quiz. Due by 11- 26-22</i>
Week 15 11-27-22	<i>Chapter C Lecture (Part 1)</i>		
11-29-22	<i>Chapter C Lecture (Part 2)</i>	<i>Complete Exam #4 (Ch. 12-C)</i>	<i>Chapter C activities and quiz. Due by 12- 03-22</i>
Week 16	<i>Final!!!</i>		<i>Final 12-04-22</i>

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Course Grading Information:

<i>Assignments/ Activities</i>	<i>Assignment Description</i>	<i>% of Final Grade</i>
<i>Orientation Activities</i>	<i>This will get you familiar with the Connect platform. There are two assignments that will show you how to complete the assignments in Connect. You will be required to watch a videos and answer questions on what you have learned.</i>	5%
<i>SmartBook Assignments</i>	<i>In this course, we utilize a digital textbook that has been included in Brightspace and Connect (although you can rent or purchase a hard-copy through Connect should you desire). However, not everyone enjoys reading and far fewer students enjoy reading textbooks! Each week, you will have a SmartBook assignment that covers the week's chapter. The assignment provides you with direct access to the textbook and utilizes a quiz-like format to evaluate your understanding of the material covered. It is recommended that you read the chapter in its entirety before attempting to answer the questions. Each SmartBook activity should last between 30-60 minutes, although attempting to answer questions without reading the text will cause the activity to go much longer. Also, there are two types of questions utilized in SmartBook activities. Rote memorization questions are the questions you are likely most familiar with – they require you to recall information from the text, such as a definition. Practical application questions are more challenging – they require you to apply what you have learned to a given situation or scenario.</i>	15%
<i>Chapter Assignments</i>	<i>For each chapter covered, students will be required to complete one chapter assignment. Chapter Assignments challenge students to demonstrate their knowledge of key concepts and terms by applying them to a variety of business scenarios. Application-Based Activities, noted in the course as 'ABA', are highly interactive exercises that immerse students into a business environment, allow them to analyze the situation, and apply their knowledge in the scenario. Due to the extent of critical thinking required, ABA activities are challenging;</i>	15%

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	<i>therefore, students have an unlimited number of attempts to score a 100 on ABA activities. For chapters lacking an ABA assignment, you'll find a quiz-like chapter assignment. These assignments are not timed, but you only have two attempts to earn a 100% on them. Quiz-like assignments utilize both rote memorization and practical application questions.</i>	
<i>Chapter Quizzes</i>	<i>For every chapter covered, students are required to complete a short quiz over the material. Each quiz is comprised of 10 multiple-choice questions. Students will be given 2 attempts to take each quiz and the highest score will be recorded in the gradebook. Each quiz will have a 15 minute time limit. Stopping and starting is not allowed—if the quiz is interrupted for whatever reason, it will count as an attempt. If you have accommodations that affect test timing, those accommodations are made in Connect and your time limit will be automatically adjusted. Both rote memorization and practical application questions are utilized in chapter quizzes.</i>	30%
<i>Exams</i>	<i>There are 6 major exams given during the semester. You will be able to take each of these exams only one time. You will have 35 minutes to complete your exams and once you start them, you must complete them in 1 sitting. Do NOT stop the exams and attempt to resume them at a later date or time. Just like the chapter quizzes, accommodations are made automatically for those with accommodations on file at MCC. Rote memorization and practical application questions are utilized on exams.</i>	25%
<i>Final Exam</i>	<i>The final exam is comprehensive and is required to be taken by all students. It will be given during final exams week as scheduled, thus you will need to take it during our assigned date and time. You will only have 1 attempt. Additionally, you will have 120 minutes to complete your Final Exam and once you start it, you must complete it in 1 sitting. Do NOT stop the exam and attempt to resume it at a later date or time. This exam CANNOT be submitted late. As with quizzes and exams, timing will be adjusted automatically for those with accommodations and both rote memorization and practical application questions will be utilized.</i>	10%
<i>Total</i>		100%

Late Work, Attendance, and Make Up Work Policies:

Late Work:

I will not accept late work unless I have agreed to do so in advance of the due date. Exceptions will only be made for rare circumstances.

Attendance:

Attendance will be taken in class. Please do not fall behind this class is very fast paced and it will be very difficult for you to catch up. If you fail to attend two classes in a row before the census date you will be dropped from the course even if you complete assignments in Brightspace. If you miss more than 25% of the course before 60% of the course is complete then you will be withdrawn from the course. For more details read the business attendance policy below.

Course Attendance/Participation Guidelines:

If a student is not in attendance in accordance with the policies/guidelines of the class as outlined in the course syllabus as of the course census date, faculty are required to drop students from their class roster prior to certifying the respective class roster. A student's financial aid will be re-evaluated accordingly and the student will only receive funding for those courses attended as of the course census date.

Definitions

The terminology we use is important.

Drops occur BEFORE the census date and do not count against the student's maximum withdrawal count of 6 classes, as defined by state law.

Withdrawals occur AFTER the census date and count in the student's maximum withdrawal count of 6 classes.

Face-to-Face Course Attendance Policy (Business Division)

Students enrolled in face-to-face courses are expected to attend class.

The instructor will use a method of their choice for routine recording of student attendance. The official record for student attendance is Brightspace. Instructors must update the official record within 24 hours of a class meeting in the days prior to the census date. After the census date, instructors must update the official record within 48 hours of a class meeting.

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If a student fails to appear for face-to-face sessions in the period prior to the census date, the instructor will drop the student for failure to attend even if they complete accessible assignments in Brightspace.

Past census date, for a student to remain in a face-to-face course, they must regularly attend class. If a student misses more than 25% of class meetings prior to the 60% point of the term, the instructor will withdraw the student from the course. If a student misses more than 25% of class meetings and the class is past the 60% point for the term, the instructor will NOT withdraw the student. The student is assigned the grade earned for the course.

If a student attends class meetings but does not complete assignments, they remain in the course and are awarded the grade earned at the end of the term.

Absences are excused in accordance with MCC policy which includes (1) authorized participation in official College functions, (2) personal illness, (3) an illness or a death in the immediate family, (4) Pregnant or Parenting Protections under Title IX and/or Texas State Education Code Chapter 51, Subchapter Z, Section 51.982 or (5) any excused absences as outlined in Section IV of this policy: <https://www.mclennan.edu/employees/policy-manual/docs/B-II.pdf>

Students are required to file a written or electronic request with each instructor for an excused absence in a timely manner.

Student Behavioral Expectations or Conduct Policy:

Students are expected to maintain classroom decorum in the classroom and when online, that includes respect for other students and the instructor, regular attendance, and an attitude that seeks to take full advantage of this education opportunity.

Updated 07/18/2023



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 2542998122 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 acting Title IX Coordinator at titleix@mclennan.edu or by calling, Dr. Claudette Jackson, (Accommodations/Title IX) at (254) 299-8465. MCC employees are mandatory reporters and must report incidents immediately to the Title IX Coordinator. Individuals may also contact the MCC Police Department at (254) 299-8911 or the MCC Student Counseling Center 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/>

Academic Support and Tutoring is here to help students with all their course-related needs. Specializing in one-on-one tutoring, developing study skills, and effectively writing essays. Academic Support and Tutoring can be found in the Library and main floor of the Learning Commons. This service is available to students in person or through Zoom. You can contact the Academic Support and Tutoring team via Zoom or email (ast@mclennan.edu) by going to our website (<https://www.mclennan.edu/academic-support-and-tutoring/>).

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 either MCC CREW – Campus Resources Education Web by calling (254) 299-8561 or by emailing crew@mclennan.edu or a Success Coach by calling (254) 299-8226 or emailing SuccessCoach@mclennan.edu. Both are located in the Completion Center located on the second floor of the Student Services Center (SSC) which is open Monday-Friday from 8 a.m.-5 p.m.

Paulanne's Pantry (MCC's food pantry) provides free food by appointment to students, faculty and staff. To schedule an appointment, go to https://mclennan.co1.qualtrics.com/jfe/form/SV_07byXd7eB8iTqJg. Both the Completion Center and Paulanne's 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. The unauthorized use of artificial intelligence (AI) for classwork can be a violation of the College's General Conduct Policy. Whether AI is authorized in a course and the parameters in which AI can be used in a course will be outlined by each instructor.

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

Go to <https://www.mclennan.edu/center-for-teachingandlearning/FacultyandStaffCommons/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/studentemail.

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](#)
- [Email Setup for Androids](#)

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.