

Updated 07/18/2023



WACO, TEXAS

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**COURSE SYLLABUS  
AND  
INSTRUCTOR PLAN**

**BUSINESS PRINCIPLES**

**BUSI 1301.0180**

**PROFESSOR STEVE GREATHOUSE**

**NOTE: This is an 8-week, online course**

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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](mailto:sgreathouse@mclennan.edu)

Office Phone: (254) 299-8696

Office Location: Business & Technology Building, Room 211

Office Hours: MW 9:30-11:30 and TTH 2:30-4:00

### **Required Text & Materials:**

Title: Understanding Business: The Core

Author: Nickels

Edition: 3<sup>rd</sup>

Publisher: McGraw Hill

ISBN: 978-1-266-13170-7 (\*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/>

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

This course is based on reading, video lectures, and independent work. **NOTE: This is NOT a self-paced course, you have work due every week.**

1. It is imperative that you read each assigned chapter on your own before attempting any of the assignments or quizzes. My recommendation is to read the chapter all the way through once without stopping (better yet, do so while having the digital book read it aloud). Next read it a second time one paragraph at a time, pausing after each one to state out loud to yourself, what the main points of the paragraph were (research shows this to be the most effective way to study... not just in this class).
2. Once you complete the above, you're ready to complete the related Smartbook assignment. The Smartbook assignment for each chapter, will ask you questions in a variety of ways such as fill-in-the-blank, word-matching, etc. These different types of questions are designed to stimulate your brain in ways that help you understand the content and help you retain it. You must answer ALL questions to get any points for completing each Smartbook assignment.
3. In addition to the graded Smartbook assignments mentioned above, students will complete a short homework assignment for each assigned chapter that is designed to help students apply learned knowledge to real world scenarios.
4. And lastly, traditional quizzes and exams help ensure that you are studying and retaining the information you learned from the above techniques.

### **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 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.

### Online Course Attendance Policy (Business Division)

Although this is an online course, per MCC policy, instructors are still required to track attendance/participation in some way and may drop students for failing to "virtually" attend at least 75% of a course. Thus, in accordance with this policy:

- If a student fails to complete and submit at least ONE introduction discussion board assignment, Smartbook assignment, or homework assignment, or quiz, before the census date (8/28) they will be **dropped** by the instructor ("Never Attended").
  - An email to the instructor or merely logging in to Brightspace does NOT count.
  - Students must make a good faith effort to complete a Smartbook assignment or quiz in order to get attendance credit for it. That is, don't think that you can get attendance credit by merely guessing at a couple of questions - the instructor will use his own discretion in deciding whether or not you have done enough to be counted "present" for any Smartbook assignment or quiz.
- Past the census date if a student misses a combined total of 7 Smartbook assignments and/or quizzes prior to the 60% point of the term (9/21), the instructor will **withdraw** the student from the course.
- If a student misses their 7<sup>th</sup> Smartbook and/or quiz after the 60% point of the term, the instructor will NOT withdraw the student, and the student is assigned the grade earned.
- Extensions on missed coursework may be granted by the instructor IF the student is granted an excused absence for 5 or more days during the week related to the missed coursework.

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Absences are excused in accordance with MCC policy, which includes

- Authorized participation in official College functions (w documentation from faculty or staff)
- Personal illness (w documentation such as doctors note or medical payment receipt)
- An illness or a death in the immediate family (w documentation)
- Pregnant or Parenting Protections under Title IX and/or Texas State Education Code Chapter 51, Subchapter Z, Section 51.982 (w Title IX Office approval)
- Any excused absences as outlined in Section IV of this policy:  
<https://www.mclennan.edu/employees/policy-manual/docs/B-II.pdf> (w Title IX Office approval)

**Course Schedule:** (subject to change; see Brightspace announcements for any schedule changes)

There is a graded Smartbook assignment, a homework assignment, and a quiz, due by Sunday night every week and there is also an exam every 1-2 weeks.

**Due by:**

Module 1	Week 1	Sunday 8/27	Read the syllabus and complete the Smartbook questions, homework assignment, and quiz for chapters 1 and 2
	Week 2	Sunday 9/3	Complete the Smartbook questions, homework assignment, and quiz for chapters 3 and 4, and take <b>Exam 1</b>
Module 2	Week 3	Sunday 9/10	Complete the Smartbook questions, homework assignment, and quiz for chapters 6 and 7
	Week 4	Sunday 9/17	Complete the Smartbook questions, homework assignment, and quiz for chapters 8 and 9, and take <b>Exam 2</b>
Module 3	Week 5	Sunday 9/24	Complete the Smartbook questions, homework assignment, and quiz for chapters 10, 11, and 13, and take <b>Exam 3</b>
Module 4	Week 6	Sunday 10/1	Complete the Smartbook questions, homework assignment, and quiz for chapter 14 and 15
	Week 7	Sunday 10/8	Complete the Smartbook questions, homework assignment, and quiz for chapters 16 and bonus chapter C, and take <b>Exam 4</b> ; the Optional Research Paper is also due if you choose to complete it
Finals Week		<b>Comprehensive Final</b> May be taken online, on Monday 10/9 <sup>th</sup> or Tuesday 10/10 <sup>th</sup>	

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### **Course Grading Information:**

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

As you can see from the table below, your grade in the course is based on total 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?” (your current course average is what you see under “Final Calculated Grade”), or “What do I need to get on the Final to get a...?”, (do the arithmetic to figure it out). **\*\*\*Do NOT email me 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.”

### **Smartbook Assignments: 15 assignments worth 13-14 points each = 200 points**

Students must complete a Smartbook assignment for each chapter, every week of the semester. These assignments provide you with direct access to the textbook and utilize a quiz-like format to evaluate your understanding of the material covered via graded questions.

**\*NOTE:** Smartbook assignments are designed test your comprehension, and the “confidence” you have in your comprehension, of a topic before you’ll be allowed to move to the next set of questions on subsequent topics. That is, missed questions, or answers you choose in which you say you are anything but “highly confident” about, impact the number of subsequent questions that are asked, thus the more accurate you are at answering the questions and the more you indicate you are highly confident in your answers, the quicker you’ll finish! Smartbook assignments for the week’s assigned chapters must be submitted no later than 11:59pm on Sunday nights. **Smartbook assignments may be completed early but not late.**

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### **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.**

### **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 and your two scores are averaged. 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, each one will be comprised of 50 multiple choice questions, are open-book, and will cover all information contained in the textbook chapters since the previous exam. Exams will be open for several days before the *no-later-than* date shown in the course schedule. No exam scores will be dropped. **Regular exams may be taken late but will incur a 25% penalty for each day it is completed late... even for university excused absences.**

### **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 (“up to” means that it will receive a score between 0 and 20). If you would like to complete this assignment, it must be submitted by the deadline stated in the course schedule. You may utilize AI to help you write and/or edit your paper, but it must otherwise be new/original work, have accurate information and sources, and must meet all assignment parameters from the assignment instructions.

### **Comprehensive Final Exam – 100 points**

**The comprehensive final exam must be completed on either Monday or Tuesday of finals week** (see the course schedule for specific dates). It is comprised of 50 multiple choice questions, is open-book, and covers topics from every assigned chapter in the course. However, the *Final Exam Study Guide* available within the Final Exam page in Brightspace, provides the topic of every single question that will be on this exam. Thus you are encouraged to build a cheat-sheet for yourself as we go through the semester so that you can memorize the material from it, and refer to it during the exam... you're welcome! **Unlike regular exams, the final exam cannot be taken late; that is, if you don't submit it by the date/time deadline, you will receive a zero.**

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### Late Work

If you fail to complete a Smartbook 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/time of the final exam; i.e., if you miss the final exam deadline 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, “just needed a mental-health day”, work-conflicts, computer died, dog died, out of town for a wedding, argument with roommate, break-ups, 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, and/or go without sleep if you have to in order to meet deadlines - 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. If you want to make it in the corporate world or in the military, meet your deadlines – NO EXCUSES.

**Student Behavioral Expectations or Conduct Policy:** (Descriptions below are in addition to behaviors described in the “Professionalism” portion of this document)

### 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, assignment instructions, and/or in Brightspace. 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.
- Do NOT use Brightspace Instant Message (IM) to contact me; that system does not notify me via email or voice message, thus it doesn’t ping my personal cell which I closely monitor



## **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" or "Sir" are 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!

## **Cheating**

In this course, cheating means:

- Copying or in any way using someone else's work
- Having someone else complete your work or working in pairs or teams
- Turning in a paper you didn't write, including use of AI unless specifically allowed by your instructor for a specific assignment (the *Turn-it-in* tool within Brightspace detects use of AI)
- Turning in a paper that is not original to this course (i.e., turning in a paper you wrote for another course... the *Turn-it-in* tool within Brightspace detects this)

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).

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

[Click Here for the MCC Attendance/Absences Policy](https://www.mclennan.edu/highlander-guide/policies.html) (<https://www.mclennan.edu/highlander-guide/policies.html>)

Your instructor provided additional guidance specific to this course in this document.

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## **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](http://www.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) 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](mailto: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/](http://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](mailto: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](mailto:crew@mclennan.edu) or a Success Coach by calling (254) 299-8226 or emailing [SuccessCoach@mclennan.edu](mailto: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](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](https://www.mclennan.edu/foundation/docs/Emergency_Grant_Application.pdf).

**MCC Academic Integrity Statement:**

Go to [www.mclennan.edu/academic-integrity](http://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](http://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](mailto: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](mailto: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.