McLennan COMMUNITY COLLEGE

WACO, TEXAS

COURSE SYLLABUS
AND
INSTRUCTOR PLAN

BUSINESS PRINCIPLES

BUSI 1301.01

STEVE GREATHOUSE

NOTE: This is a 16-week course.

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:
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 Name: Steve Greathouse
MCC E-mail: sgreathouse@mclennan.edu
Office Phone Number: (254) 299-8696
Office Location: MAC 209
Office/Teacher Conference Hours: Mon.-Thur. 10:00-11:30am (and by appointment)

Required Text & Materials:
Title: BUSN 11
Author: Kelly & Williams
Edition: 11th
Publisher: Cengage Learning
ISBN: 978-1-337-40713-7
*Note: It is HIGHLY recommend that students purchase either a new hardcopy book that contains a digital code to the Mindtap digital resources that accompany the textbook, OR simply rent a digital only copy of the book (cheaper) which also contains all of the digital resources. Students may purchase either at http://www.mclennan.edu/bookstore/

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).

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** (**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.

Methods of Teaching and Learning:

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

1. It is imperative that you read a textbook chapter before we cover it in class (*see course schedule on the next page*). Sometimes I will cover the material exactly in the order it appears in the text but often I will add, delete and manipulate the material. It is important to know what you understand and what you don't understand before the material is discussed in class.

2. 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. Again therefore, it is imperative that you read and learn the textbook material on your own to the best of your ability. In class, the instructor will hit the highlights, provide real-world examples, and answer questions from the class. Some of the material will require me to do more lecturing and leading than others. I expect everyone to participate in class. Participation gives you ownership in the class, plus it will help you learn and remember the information. I will ask general questions of the whole class, and I will call on specific people in class. The key once again is to read and attend all classes.

3. 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:

1. Learn the objective content of the chapters you read and be able to apply this content to specific situations in class discussions, assignments, and on exams.
2. Take part in class discussions, assignments, and group work.
3. Practice and improve your skills in critical thinking, public speaking, and professional writing.
4. Learn behaviors and best practices that will help you succeed in the professional business world.

Course Schedule:

Date	Tasks
Mon. 1/13	Intro, ice-breakers, and syllabus review
Wed. 1/15	Chapter 1 lecture/activities
Mon. 1/20	*Holiday (no class)*
Wed. 1/22	Chapter 2 lecture/activities
Mon. 1/27	Chapter 2 lecture/activities
Wed. 1/29	Chapter 3 lecture/activities
Mon. 2/3	Chapter 3 lecture/activities
Wed. 2/5	Chapter 4 lecture/activities
Mon. 2/10	Chapter 4 lecture/activities
Take Exam 1 in Brightspace no later than February 16th at 11:59pm	
Wed. 2/12	Chapter 5 lecture/activities
Mon. 2/17	Chapter 6 lecture/activities
Wed. 2/19	Chapter 6 lecture/activities
Mon. 2/24	Chapter 7 lecture/activities
Wed. 2/26	Chapter 7 lecture/activities
Mon. 3/2	Chapter 11 lecture/activities
Wed. 3/4	Chapter 11 lecture/activities
Take Exam 2 in Brightspace no later than March 8th at 11:59pm	
Mon. 3/9	*Spring Break (no class)*
Wed. 3/11	*Spring Break (no class)*
Mon. 3/16	Chapter 8 lecture/activities
Wed. 3/18	Chapter 8 lecture/activities
Mon. 3/23	Chapter 9 lecture/activities
Wed. 3/25	Chapter 9 lecture/activities
Mon. 3/30	Chapter 10 lecture/activities
Wed. 4/1	Chapter 10 lecture/activities
Mon. 4/6	Personal Finance Appendix lecture
Take Exam 3 in Brightspace no later than April 12th at 11:59pm	

Wed. 4/8	Chapter 14 lecture/activities
Mon. 4/13	Chapter 14 lecture/activities
Wed. 4/15	Chapter 15 lecture/activities
Mon. 4/20	Chapter 15 lecture/activities
Wed. 4/22	Chapter 17 lecture/activities
Mon. 4/27	Chapter 17 lecture/activities
Wed. 4/29	Group Presentations
Take Exam 4 in Brightspace no later than May 3rd at 11:59pm	
Comprehensive Final for 1301.01 (1:00-2:20) in the classroom on May 6th	

Course Grading Information:

Grades will be broken down as follows:

Exams (4 exams worth 100 points each)	400 points
Business Owner Interview Essay	100 points
Group Presentation	100 points
Professionalism	100 points
Comprehensive Final Exam	100 points
Total	**800 points**

90-100%	A	716 points or more
80-89.999%	B	636-715
70-79.999%	C	556-635
60-69.999%	D	476-555
0-59.999%	F	413 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 should have no reason to contact the instructor to ask questions like, "What's my current grade in the class?", (just average your current grades), 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 could be bumped up to the next letter grade - my response will always be, "I don't give you your grade… you give you your grade!"

Exams - 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 mostly 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. Since each exam is available for several days, students may NOT take the exam after its scheduled date/time for full-credit… even for a university excused absence. Only under the most extreme circumstances will students be permitted to take an exam for full-credit after its scheduled date/time (i.e., the student was in the hospital or had a death in the immediate family), and only with verifiable documentation that made the student's absence excused, as defined in B-II of the MCC Policy Manual. If the absence is not excused, then the student may make arrangements with the instructor to take the exam up to a week late, for half credit. If the student does not make arrangements with the instructor to take the exam within a week of its original due date, the student will receive a zero for that exam. No exam scores will be dropped.

Business Owner Interview Essay – 100 points

Students will be required to interview a business owner, and ask questions that will be provided by the instructor. Students will then write-up their findings and what they've learned from the interview, in the form of an essay. This will provide students with insight into what it takes to become a successful business owner and what these professionals identify as their greatest hurdles in starting and managing a business. Questions, an outline of this assignment, and a grading rubric are available on Brightspace. Content, as well as proper grammar and writing, will be assessed in this assignment.

Group Presentation - 100 points

Working in small assigned groups, students will create and deliver a PowerPoint presentation that addresses a major business topic. Students will be provided an instruction document in Brightspace that will identify all the requirements of this assignment as well as topics from which to choose. The presentation must be 12-15 minutes long and all group members must present for the same approximate amount of time. Content, as well as proper PowerPoint slide formatting and grammar, and presentation techniques and professionalism, will be part of the grade. 80% of a student's grade will be an individual grade (how well they did presenting their part), and the other 20% will be a group grade (how well the group did as a whole).

Comprehensive Final Exam – 100

A comprehensive exam will be administered during finals week, and unlike regular exams, **this exam will be taken in the classroom on Scantron**. The final will include material covered throughout the course. However, don't stress because you will be given a VERY good review for this exam!

Professionalism – 100

Just as you will be expected to show up to work every day in the professional world, students will be expected to attend all classes, and act in a professional manner in those classes. Students will start off with 10 points just for being in the class, and will then earn 3 points for each class they attend. However, acting in an unprofessional manner during a class will result in the loss of those 3 points for the day. In this class, "unprofessional" means: being late, sleeping or constantly nodding-off, your phone being seen by the instructor or used in any way, engaging in side conversations while someone is addressing the class (the instructor or a student), slouching down in your chair, propping your feet up on the chairs or tables, putting away your things before being released by the instructor, or being rude or disrespectful to the instructor or another student. Repeated professionalism violations may result in being dropped from the course.

Late Work / Make-up Work

If you fail to take an exam by the due date, or fail to turn in an assignment by the due date, the instructor will allow you to take the exam or turn in the paper for half credit as long as you make arrangements with the instructor to reopen the missed exam or assignment and turn it in within one week of the original due date. The only exceptions are if you are hospitalized the entire week preceding the due date or have a death in the immediate family (requires written/verifiable documentation). Therefore, sad stories about oversleeping, forgetting, stressed-out, work-conflicts, computer died, dog died, argument with roommate, heavy traffic, favorite Netflix show was cancelled, etc., are NOT extreme circumstances… that's just life.

If you know you're going to miss class when something is due or you know you're 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, except when you miss an important deadline in the professional world you will likely get fired. Therefore, start getting in the habit of meeting deadlines… no excuses.

Attendance & Tardiness

One of the most important components for your development as a future employee and as a leader, is your professionalism. As a professional at your company/organization after graduation, you will be expected to show up to work on-time and participate fully in your work to the best of your ability.

Therefore, you will be expected to come to class on-time and participate fully - failure to do so will result in losing your professionalism points for the related class day. You will be able to track your attendance and tardy's in Brightspace throughout the semester.

Being on-time is expected in the professional world and is simply part of being a responsible adult. Coming to class late is disrespectful and disruptive, and will result in losing your professionalism points for the day. If you come to class late, it is your responsibility to check with me after class to make sure you are marked late, rather than absent (I will not change it later). You are considered late if you come in after the exact class start time, i.e., arriving at 9:36am for a 9:35am class is late. If you are up to 10 minutes late, you will be counted tardy and merely lose your professionalism points for the day (the same rules apply to leaving class early). However, if you miss more than 10 minutes of class you will be marked absent, unless you made prior arrangements with the instructor. If you come to the final exam 5, 10, 15 minutes late, etc., that means you have that much less time to take the exam. The instructor reserves the right to take points off your exams or drop you from the course for repeated tardiness.

Additionally, MCC has a 25% drop policy. That is, if you miss 25% of the classes in a course before the student-initiated drop deadline (March 27th), you will be dropped from the course. That is, for this 16-week class, I will drop a student after their 8th absence). It is the student's responsibility to track their ttendance. **The instructor will NOT provide warnings before dropping a student for absences.**

Drops and W's vs F's

Students that drop the course before March 27th will receive a "W" (as long as you're eligible to drop… you only get a total of six). Students will NOT be permitted to drop the course after March 27th. That is, if a student is still enrolled in the course after March 27th, they will get the grade they earn in the course. Students who reach the 25% absences mark AFTER March 27th will receive a zero for all remaining assignments and exams whether they complete the work or not.

Should you decide you no longer wish to remain in this course, it is your responsibility to drop! However, if you are thinking about dropping, please meet with me first as I will make every effort possible to help you with other options. If additional clarification is required, students can consult the attendance policy as outlined in B-II of the MCC Policy Manual.

STUDENT BEHAVIORAL EXPECTATIONS:

Communication with the Instructor

Just like in the business world with your boss, before you 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… which is a good thing! 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.

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 MUCH better. Therefore, **NO SCREENS OF ANY KIND ARE ALLOWED IN THIS CLASS** (unless you have an official MCC ADA accomodation 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 professionalism points for the day. Repeated violations will result in being dropped from the course.

Respect

Please be respectful of your classmates, yourself, 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. Violation 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, 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

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. **Note: All assignments will be turned-in via Brightspace using the Turn-it-in tool which automatically checks student work for originality and failure to properly site the work of others. Thus papers with a Turn-it-in score below 25% will be given a 0.

* **Click Here for the MCC Academic Integrity Statement**
(**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**
(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.

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

* **Click Here for more information about Title IX**
(**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 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 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.*